

Irish Linen Bond

Ask any woman what Irish linen is—and the place it holds in household economics.

Ask any user of bond papers what Irish Linen Bond is—and the place it holds in office economics.

The answer will be in different words; but the words will come to the same thing:

"Dependability"



The Monthly Messenger of The Diem & Wing Paper Co., Cincinnati

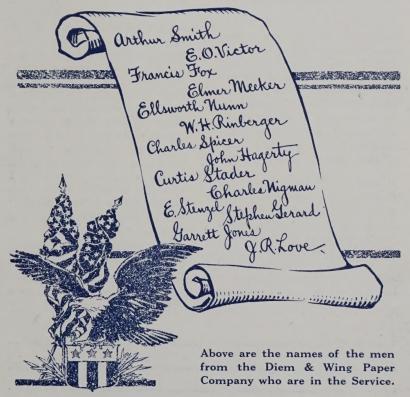
Sent on request to any address free of charge. Entered at every post office as first-class publicity.

Volume II

APRIL - 1918

Number 5

ROLL OF HONOR





As It Sometimes Turns Out

"I DO not see how I am to blame for the way it turned out". said Henderson.

Henderson was distinctly unhappy. For the Old Man had just said that the new booklet looked like something the cat had brought in. And he had said other things with simple and sententious eloquence that bit.

Henderson had just tried to save the House some money—that's all. He had received a promotion recently, and the promotion carried with it the buying of all printing. He had glimpsed the files of his predecessor on the job and it seemed to him that printing cost a lot of money—much too much. He would change all that. And he certainly did.

It wasn't the Printer's fault—that booklet. The new broom was thorough. Henderson practically said to the Printer that he himself had set the figure for the job and that it couldn't go over that. So the Printer took the work—and did the best he could. But he didn't put his imprimatur on it.

"We'll not discuss the matter of whose fault it is," said the Old Man. "Fact is, the very best economy folks can practice these days is to economize just as little as they can -using good sense, of course. Anyhow, we can't cut down on the quality of our sales literature—not after the kind we've been sending out. And it won't break us if we have to bale this lot of booklets and sell 'em for old paper. Maybe we will. But I want you to come into my office and see the Warren Suggestion Book I sent for. Came yesterday. Idea is that different kinds of printing take different kinds of paper. Says you should always begin a booklet by first choosing the paper—and that looks reasonable. I saw some of the ads the Warren Paper Company's been running, and sent for the book. I want you to keep it where I can get my hands on it once in a while." And so on and on and on-the Old Man.

And when Henderson emerged from the Old Man's office with the Warren Suggestion Book in hand he looked like a man who had seen a great light.

In the bright lexicon of the hustler there is no such word as "enough".



An All-Salesmen's Letter

"Thinking in Small Figures"

February 16, 1918

Dear Smith:

The inside organization of any business is much like a great machine.

There is a general relationship among its many different parts which renders it almost automatic in operation.

When the machine moves, each part must necessarily perform its function, and the interdependence which exists furnishes a sort of stimulus to activity which promotes more or less efficiency in a given duty.

But salesmen—the productive end of a business—the great motive power which is so essential to the successful operation of this machine—must possess *initiative*.

Initiative is one of the prime essentials to successful selling; and initiative means, in short, independent activity.

Initiative is that definite force in a man which measures the difference between a mere salary and an income. It is that good quality which inspires certain people to rise above wage-earning jobs and forge ahead into productive and lucrative work.

With initiative, a 130 pound man can develop over 70 horse power without straining himself or heating up his bearings.

He can go into territory that has been gone over with a fine comb by "has beens", or pronounced absolutely hopeless by "would-bes", and dig enough business to make his house wonder if the center of population has suddenly shifted.

He can go out and start a "boom" on his line or commodity when all the calamity howlers are joining in a dirge over the unexpected and tragic passing of "prosperity".

Give me initiative in a salesman above all other good qualities, because the man with initiative hasn't much room in his system for any very detrimental characteristics. He is first of all a consistent worker and is not in one place long



enough to give the devil or failure a chance to get a square lick at him.

The very nature of a salesman's work calls for initiative so emphatically that he is given every opportunity to employ it—and those who do exercise initiative have the happy faculty of turning seeming misfortunes into blessings—as, for example, the fellow who goes out to adjust a complaint and comes back with an order.

It's all in the mind—and not in the method. Those who have the mind to do things will find so many methods that the accomplishment itself appears simple.

Every man's accomplishments naturally rise to the level of his

ambitions and thoughts—if he thinks in small figures he talks in small figures—if he talks in small figures his measure of success will be written in the same ratio.

That is the one big reason why we have so much bigger business in some territories then in others which apparently offer just as great a field for our line.

Let us start out now to think in larger figures—to make our weak territories strong and our strong territories stronger. It is first a question of initiative—a state of mind with each individual salesman.

Yours sincerely,

THE FIRM.

Thirty Years Hence

In thirty years, our sons, grown men
Will group our grandsons 'round their knees
And tell them often and again
What unpolluted days were these!—Sun Dial.



Many a blessing in disguise is a blessing only because it is disguised.



STONEWALL Linen Ledger

is a loft-dried quality ledger — not all ledger papers have this distinction.

STONEWALL Linen Ledger

is made by a modern process—it matches modern Bookkeeping and Accounting requirements.

STONEWALL Linen Ledger

sells at a modern and moderate price—let us send you Samples and Quotations.



Uniformity

Warren's Standa

The Printers of America cannot get uniformity in the quality and weight of paper, and reliability of performance in presswork, except as these things come through standardization of printing papers.

Uniformity insures reliability—standardization underwrites both.

It is out of a very true appreciation of the needs of the Printer that the Warren Standard Coated and Uncoated Printing Papers have come to occupy the place they do in the printing world.

It was an old maxim of Mr. Samuel Dennis Warren, founder of S. D. Warren and Company, that "Maintenance of excellence in one's





Printing Papers

Reliability

product is the highest form of competition". Building upon this idea, and taking it for a slogan of performance, the Warren Company, in its development through the years, came to see that a given paper, good in one place, was not good in another; that there should be definite and established classes of paper to fill definite and established printing needs.

And that is the secret of the Warren Standard Printing Papers—and that is at least one reason why poor printing is disappearing among the Printers of America.



BRISTOLS

The higher grades lend themselves to a diversity of uses in every printing-plant — especially when it is an "art printery".

But there are as many uses for Bristols as there are Bristols themselves; even in the common, everyday output of printing.

Let us send samples ranging the whole Bristol Line and Usage—white, colored, coated.

BRISTOLS





Stamping With Gold Ink

Satisfactory results may be obtained in die stamping with gold ink by using var-nish on the die and by dusting the surface with very fine bronze. It may be burnished afterward by placing a piece of very thin copper-foil on the surface of the die, the back of the foil having a slight amount of varnish to make it adhere. Some use ordinary tin-foil instead. If desired the gold bronze and vehicle may be obtained in separate packages from an ink-dealer. The gold may be had in various colors and is the finest obtainable. In mixing this ink the proportions may be varied to suit the work in hand. Care should be used in not getting the bronze too coarse. Otherwise it may be hard to properly combine with the vehicle and will have a tendency to flake off. We have seen an excellent example of gilt printing with gold ink made from bronze and liquid celluloid. It may be made by placing strips of sheet celluloid in a wide-mouthed bottle. Pour in a small quantity of wood alcohol, acetone or ether, as any of these are solvents of the celluloid. When the celluloid is the celluloid. When the celluloid is dissolved it will be about the consistency of gloss varnish. Pour a small amount on a piece of glass and mix in the bronze to the desired consistency. As it dries quickly, but little should be mixed at one time unless it is kept in a stoppered bottle.

Overlay Thickness

There is no hard-and-fast rule in the matter of proper thickness of overlay. On the other hand it is a matter of very great importance. An overlay .014 inch in thickness would not be too heavy provided that much was approximately cut out from the packing. A slight variation, either above or below the line of bearer contact, does not appear to make much difference in the printing. We believe that .014 inch above bearer line would effect the printing of a plate, possibly by causing a slur. If it should not do so,

it would be because the critical point had not been reached on that particular press. We believe .005 inch over or under bearer height to be negligible. We have seen vignette plates print excellently where they were less than that figure under type height. We also have seen plates a point above type height print properly, without any explanation being obtainable as to why they did so. The theoretical height for square-finished plates will be identical with the bed bearers, 918 inch. The corresponding height for the surface of the top sheet will be to line exact with the surface of the cylinder bearers. The idea is that the printed sheet coming between these parts will be subjected to pressure without friction from one part or the other, owing to a difference in surface speed of cylinder. If the packing in one place is higher than at another place, there is a variation in speed between the high place and the adjacent lower place, which would cause a slipping at the point of contact, resulting in a slur and producing a wear on the edge of the plate.

Breaking of Web

A prominent printing press company sends out a circular giving the following causes for the breaking of the web: A high spot or high edge in a plate, or a high or low plate. Cylinders out of alignment will cause the web to break from the drag at one end of the cylinder. The unequal setting of the friction rolls or too much tension will cause the web to break. The following advice is given regarding damaged rolls: Rolls of paper are sometimes received in bad condition, owing to improper handling while being shipped. They may be spongy at one or both ends, or tight at one end and loose at the other end. If the web can be made to unwind easily it can usually be carried through the press. If the web sticks at the ends, the end surface may be scraped with a knife or coarse sandpaper; or the roll may be beaten near the end with some flat instrument.



Editor's Say-So

¶We have always felt that an advertisement ought to talk like a gentlemen. It should be convincingly constructed out of a quiet assurance that the goods are right. It ought to speak the language of men and women in the familiar converse of everyday. It ought not to suggest a riot or be stressed in the high-pressure superlatives of the side-lines at a football match.

¶The "hit-'em-between-the-eyes" method adds quite unnecessarily to the din and uproar of life. It smacks too much of dragooning—of a barroom fight and knockdown and drag-out. It isn't convincing because it isn't natural. Folks don't object to being interrupted by someone with something to sell. But they do resent the racket caused by a brain-storm explosion.

¶You wouldn't expect your man to get orders by marching into an office, armed and panoplied in a "hey-old-scout-I've-got-you-where-I-want-you" atmosphere and manner, would you? Neither would we. Neither would anybody else. You know what he would get—and most richly would he deserve it.

¶And so we feel like saying to some of our friends of the Adcraft that

restraint is a very fine virtue and that it does not militate against the aim and object of all advertising, which is, of course, the selling of the goods.

¶Pep and Ginger and Punch—these are good old friends; and we couldn't get along without them. But it occurs to us now and then that some advertising writers have whipped themselves into a kind of high-pressure frenzy, have subjected themselves to a sort of autointoxication; and that they feel they are not really delivering a selling message at all unless it is passed through the fierce fires of abnormality. Why not get down to earth?

¶A youth of our acquaintance in the Adcraft line got tired of being constantly adjured by his boss to put "punch" into his copy. "But what is 'punch'?" said the youth. And the boss went groggy in groping for a definition. "Why, 'punch' is—ah—er—don't you know what 'punch' is? 'Punch is—ah—er—that is to say, 'punch' is just 'punch'." And that's what it is—beside being an overworked and long-suffering word.

¶Meanwhile — an advertisement should talk like a gentleman.



All months look alike to the man whose bills come due on the first.

BETWEEN OURSELVES



Officer (who has lost touch with the troops on field training)-I say, Sergeant, where have all the blithering fools of the company gone to?

Irish Sergeant—Shure,

an' I don't know, sorr. It seems we're the only two left.-Cassel's.

SHE DIDN'T SEE

"Can your husband claim exemption?" "Well, I don't see how he can be strong enough to fight abroad when he is too weak to take up a carpet at home." Baltimore American.

CRITICS

"Good-morning! I came to tune your piano.

"Piano? But I didn't send for you." "No, ma'am, but the neighbors said I ought to call."—Houston Post.

NO SENSE IN IT

"Does your husband worry about the grocery bill?"

"No, he says there's no sense in both himself and the grocer worrying over the same bills."-Topeka Capital.

WHAT IT MEANT

Sunday-school Teacher-What does this rerse mean where it says: "And the lot fell upon Jonah?"

Little Harvie—I guess it means the

whole gang jumped on him. -Kansas City Star.

WON'T STAND FOR IT

"I can imagine what will happen the first time a German pulls that 'kamerad' cry on a Yankee soldier."
"Well, what will happen?"
"He'll look him in the eye and say:

'Where do you get that comrade stuff.' -Judae

OUITE SO

"We may live to see the aeroplane in common every-day use like the automobile.'

"Sure! But our chance of living to see that will be better if we leave the experimenting to other people.

-Boston Transcript.

DISOUALIFIED

Knicker-Is Jones physically disqualified?

Bocker-He can't see red, white and blue: he can't hear the call of duty, and his legs run backwards.—New York Sun.

SHADOWS OF HISTORY

"William the Conqueror," read the small boy from his history, "landed in England in 1066 A. D."

"What does A. D. stand for?" inquired the teacher.

exactly know," he said. "I don't Maybe it's 'after dark' '

-New York Times.

A LIBERAL BEACH

"Where are you going this summer?"

"Oh, to one of the liberal beaches."

"What is the liberal beach?" "A place where feminine bathers are not required to wear more clothes than they do on the street."

Binghampton Age-Herald.

ALL TAKEN

"You say you want a job in this office? What can you do?"

"Nothing".

"Why didn't you apply sooner? A11 those high-salaried positions have been taken long ago".

-Houston Post.





D & W Envelopes

—and beside, we have a rather unusual equipment for the manufacture of Envelopes in special orders, including odd sizes for calendars and catalogues, in any class of paper you may desire.

A Service that is prompt, a Quality that is best in its grade and a Price that is right for You and for Us—these are the reasons for D & W Envelope salesgrowth.

Are You open to conviction?

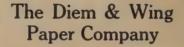
Aladdin Covers

To match the variance of individual tastes there must be a variety of Covers from which to choose.

Aladdin Covers are of most excellent quality and truly artistic finish, with an easy printing and embossing surface.

Aladdin Covers surround printing with an atmosphere of choiceness that is worth to the printer and user double their cost.

Aladdin Covers



Main Offices and Warehouse CINCINNATI, OHIO Phone Canal 2163

Branch House
LOUISVILLE, KENTUCKY

OFFICES

Pittsburgh, Pa. Columbus, Ohio Indianapolis, Ind.

Cleveland, Ohio Dayton, Ohio
Nashville, Tenn.

Chattanooga, Tenn. St. Louis, Mo. Chicago, Illinois

Detroit, Mich. Knoxville, Tenn.
Atlanta, Georgia

Birmingham, Ala. Toledo, Ohio

Evansville, Ind. Akron, Ohio



Aerie Bond

-the Bond supreme

The supremacy of Aerie Bond is an attested supremacy.

It is a supremacy attested by the paper itself in the uncompromising element of quality that enters into its manufacture.

The result is a bondpaper singularly distinguished by a certain definite tone and hand-someness of appearance.

Aerie Bond

-the Bond supreme



The Monthly Messenger of The Diem & Wing Paper Co., Cincinnati

Sent on request to any address free of charge. Entered at every post office as first-class publicity.

Volume II

MAY-1918

Number 6

Britain's Message to Business America

No Slacking in Effort-It Still Pays to Advertise

Mr. Gus J. Karger, Staff Correspondent of the Cincinnati *Times-Star* in Washington, writes under date of April 9 from the Capital.

WHAT'S the use of advertising if you haven't anything to sell?

Seems like an absurd question, but the British manufacturers regard it as a vital matter. They continue to advertise and they continue to send salesmen en toureven when their stocks are depleted. The Government itself has taken the broad position that it is for the good of the community that advertising should be continued, to serve the dual purpose of preserving "good will" and of conserving man power.

Consul Harry A. McBride has sent an interesting report from London dealing with the entire question, from the point of view of the British government and of the Association of British Advertising Agents. He traces the revival of advertising from the time of its general suspension following the declaration of

war. At that time general uncertainty and prudence seemed to dictate a waiting attitude until the course of events should indicate more clearly what the future had in store for the business man. The worst did not happen, but for some time advertisers refrained from advertising. They were unable to obtain the necessary raw material for the manufacture of their products; banking facilities were temporarily withdrawn, and the new conditions had so completely subverted the ordinary channels of demand that it became temporarily impossible for the advertiser to find prospective buyers at a cost which would justify him in continuing the expenditure.

Conditions Passed Away

But these conditions, Consul Mc-Bride explains, passed away. Firms



received licenses to import specified quantities. The financial stringency was overcome. Work, which it was thought would be scarce, was again plentiful and the demand for labor became "fierce," Millions of women enrolled in the munitions factories: no man was too old or infirm to do something. The British government paid high wages and higher wages had to be paid by the private employer. Enormous sums of money were paid out every week in centers devoted to the manufacture of munitions. These facts had their bearing on the advertising situation. The center of gravity of the advertising world was changed. Advertisers' data, acquired in times of peace. were rendered worthless because so many of the buyers passed into the army and into other occupations, because of the reduction of the spending capacity of the professional classes, and because of the aggregation of great numbers of highly paid workers in such places as Sheffield. Coventry and other cities in which government work was going on. Many of the persons receiving high wages had considerable margin for spending for the first time in their lives and they proceeded to supply themselves with articles that formerly would have been regarded by them as luxuries. There was a revival, after a few months, of the demand for furs, musical instruments, jewelry and similar commod-The advertisers of articles which appealed to the munition workers were the first to resume extensive operations. They had no difficulty whatever in making their advertising profitable by appealing to this section of the community through newspaper and other advertisements.

Entire Motor Output Taken

Many firms had been brought under direct Government control, and this also affected the general advertising situation. The motor car industry is cited as an example. The entire outturn was taken by the Government, and the motor manufacturers could do nothing for their private customers. Restrictions in the use of petrol subsequently led to the abolition of the use of the motor car for private purposes. This industry and others, although recognizing the necessity for the suspension of their private trade for the duration of the war, at the same time realized that this suspension would entail the loss of "good will," unless steps were taken to see to its preservation by judicious adver-The Government recognized the justice of this contention and provision was made for limited expenditure on the part of controlled firms for advertising—although they had nothing whatever to sell to the public-with a view to the preservation of "good will" during the period in which they could not continue their normal trade. The idea upon which this provision is based is that "a very large proportion of the national wealth consists not in material things, such as factories and shops, but in the good will that its manufacturers have in commodities which they have been producing for many years, known by their brand marks and trademarks to buyers, not only in this country, but in all parts of the world".

The Government policy is to recognize the principle that good-will, built up by advertising is as much an asset of business as its factory, plant or book debts, and the larger part of the advertising



now placed in Great Britain is with a view to the preservation of goodwill and to the resumption of trading under peaceful conditions at a There is still some later era. advertising also of ordinary domestic commodities, largely used to explain the uses to which the various commodities can be put to meet the exigencies of war. Government advertising also has played an important part during the last years. In the early days of the war it was employed to stimulate voluntary enlistment. Now it serves to help the war loans, and advertising directed toward making the public understand the necessity for economy in the use of food.

Paper Affected, Too

The restricted imports of paper have reduced the size of the newspaper to approximately one-half of what it was formerly and, although the shortage and increased price of print paper has led to great increases in the price of the newspapers, the circulation of papers and periodicals showed an abnormal increase during the early days of the war. But latterly the circulation has shown a material falling-off, partly owing to the absence of so many men, partly owing to the efforts of the publishers themselves who have reduced trade returns to a minimum. Advertising rates have gone up and the space available for advertising is extremely limited. This reduction in space available for the advertiser has been a not altogether unfavorable feature, as greater attention has been paid to the preparation of copy, and the absence of competitive advertising has assured small space advertising better results.

Many of the firms that continue to advertise, without anything to sell, keep salesmen on the road. They keep in touch with their customers and explain to retailers the difficulties that have made it impossible for the manufacturer to supply them with the goods desired. This policy on the part of the manufacturers has been useful in disseminating, in country districts and suburbs, proper information as to the position of the country. though making not a single sale, salesmen continue to make regular journeys with a view to the preservation of the firm's good will. Their quiet personal work, it is said. had done much for the cause of the Government.

It is not believed in the Department of Commerce that conditions in this country will ever become as acute as they have been in Great Britain. But report of modified, yet similar experiences on the part of American advertisers, has encouraged the department to give circulation to Consul McBride's report, in order that it may serve a useful purpose to assist in formulating a policy for the guidance of advertisers in this country.

After getting the average man started on his hobby nothing short of a steam roller can stop him.

When a confirmed gossip tells you anything you can make good money betting that it isn't so.

All-Salesmen's Letter

The Ragged Edges of a Sale

January 26, 1918

Dear Smith:-

There are enough "white elephants" and "dark horses" in the natural course of business which bob up as a result of coincidents beyond your control and ours, so that we can well afford to guard against those that arise from the neglect or lack of foresight.

What I have in mind is misunderstandings with the trade. They cause a lot agony in business. They generate dissatisfaction. They sometimes mean the loss of good friends and valuable customers and, even when it is possible to straighten them out, they cost money and leave a bad taste.

So we can profit by their absence.

Of course no sale is complete unless it carries satisfaction—and some salesmen are inclined to think only of the customer when considering the importance of satisfaction. But we look upon this important feature of business intercourse as a three cornered proposition—a perfect triangle, with its three sides representing the customer, the salesmen and the house.

All have their rights, and satisfaction is most completely established when each side acknowledges and respects the rights of the other two. Inasmuch as you, as the salesman, are the active meditator and official envoy that establishes the relations, it is up to you to see that each deal goes through without any ragged edges and with a clear understanding on the part of the buyer, yourself and your house.

Dissatisfaction is generated from making rash and unreasonable promises that you know cannot or should not be fulfilled: from agreeing to extra concessions in price or otherwise as a result of overanxiety or fear of losing the business -from coddling to the strategy of the customer by verbally agreeing to anything that you cannot write as a part of the order-from "padding" or "stuffing" orders and overloading customers-from omitting special instructions with regard to date of shipment, packing, routing, advertising matter or house co-operation, and from neglecting to notify us of anything of a special nature that is not standard and regular routine in handling orders or contracts.

The burden of purchase must be assumed by the customer. The salesmen who attempts to carry this burden himself or shifts it to his house will have a lot of back-tracking to do and will never have his mind free for the work ahead.

Promises and concessions that are rashly made will always cause trouble, and it is far better to risk losing a single sale by standing up for the rights of your house and yourself than to lose a customer through not being able to make good on unreasonable promises.

Never leave a customer with the knowledge that there is some point which may be understood differently by him and yourself or him and your house.

A few minutes more in going over the essential features with your customer, or a little extra time and care in writing complete instructions with your order, will often save a lot of time, trouble and expense later on, not to mention the value of keeping up the impression of real service in the minds of the buyer and saving unnecessary correspondence for all concerned. Handling the details of an order in a complete and systematic manner is the next best thing to making the sale and adds to the pleasure and profit of doing business.

Foresight is the steering wheel to guide us aright in our words and actions—the speed throttle and brake lever which enables us to move ahead with due speed and safety—it is the mental calculation of cause and effect with respect to the minutes, hours, days and years through which we are steadily passing.

Contemplating cause and effect sharpens the foresight, and the constant exercise of foresight in our work will eliminate many of the "ifs" that are so easily detected with the hindsight.

Foresight is the future tense of good judgement applied to present actions, which minimizes the regrets in our vision of the past and promotes success in life.

Yours sincerely,

THE FIRM.

Railroad Printers Take Notice!

We carry in stock

UNIVERSAL INTERLINE WAYBILL MANILA 34½ x 44½—141 lbs. to the ream. Quick shipment from stock.

WRITE FOR PRICES AND SAMPLES



Under-production and Increasing Cost

INCREASING costs is the rule in every line of business. It costs more to get the raw materials and it costs more to get the finished product.

And while everybody is agreed as to the fact of the steady mounting of prices for all commodities, there is by no means any unanimity as to the causes underlying the phenomenal rise.

One of the most ill-considered of the reasons given nowadays for price increase is contained in the bald and unconditioned charge profiteering. That there is profiteering of a very ugly kind going on at the present time, no one may deny. It would be a denial of one of the surest things we know about human nature to say that War stills the insistent demand of greed and turns the erstwhile shifty personalities in business into patriots of high degree. War has never yet had any such effect-and it never will. To the vulpine spirit that lurks in business, War is an opportunity that gives the predatory spirit the fullest play. Nevertheless the charge of profiteering does not explain the situation.

By far the greatest reason for prevailing high prices in the country and in the world today is underproduction.

When the operation of the draft turns hundreds of thousands from the ordinary channels of trade there is bound to be a lowering of the stream of production. It is a question of man-power that is not answered by an attempted adjustment in the substitution of woman-power.

Moreover, there has been the inevitable draining of the ranks of ordinary producers by the call of the Government for the more immediate necessities of purely wartime demand. Higher wages are paid in order to speed up production of munitions and those manufactured articles that become a part of the equipment of a great army.

Thus there has come a slowing down of production in lines that are normally adjudged necessary but which the demands of war classify as "non-essential". Overproduction in lines necessary to government demands; under-production in commodities staple to ordinary demands—this is the secret of high prices.

For the time being the country is in the stern business of war. We are producing more in total volume than ever before; but it is production devoted to the business of war—it is not as diversified a production as formerly. And it means for a very large percentage of manufacturers an under-production.

Under-production spells high costs.

Some men are selfish even in their prayers—they pray for rain so they won't have to shovel snow.



Irish Linen Bond

—a Bond dependable

The uses to which bondpapers may be put are being constantly widened by the Printers of America.

At the same time they are employed for the most part in letterheads and office-forms generally.

When we offer good old Irish Linen Bond we do so with the assurance that we are offering an honest value.

Irish Linen Bond

-a Bond dependable



QUALITY

Ticonderoga

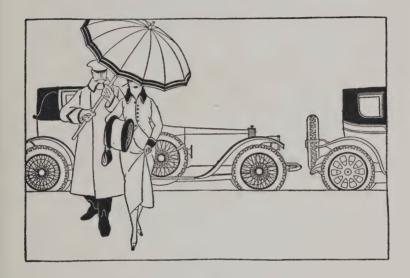
We offer the Ticonderoga Book Papers in four grades. All Ticonderoga Lines are dependable—much above the average.

"C" MACHINE FINISH: This paper can be relied upon whenever a good machine finish is called for. It has an exceptional closeness of weave, cleanliness and color that insures the finest printing effects. White.

SPECIAL MAGAZINE: This bulks from 20% to 30% more than coated papers. Possesses remarkable tensile strength, as well as freedom from objectionable glare, making it extremely agreeable to the eye. On this account it is particularly well suited for use in school books and works of reference, where easy reading and lasting qualities are important considerations. An excellent paper for illustrated magazines, books, commercial catalogues and kindred forms of direct advertising.

White—India.





Book Papers

SERVICE

EGGSHELL WOVE: A paper that recommends itself by its beautiful clarity of color, its well formed even finish, its excellent strength and bulk for weight. The moderate price of this paper makes its use desirable for publications that run into large editions, catalogues and all forms of book work, commercial or otherwise. White—India.

ANTIQUE LAID: This is a paper of unusual bulk. Clearly defined dandy marks—pure clean color. Appropriate for large editions of text books, publications of a dignified character, such as college quarterlies, school catalogues and annuals, scientific magazines. For commercial advertising in catalogues and booklets it insures a beautiful and effective product. White—India.



Currency Bond

"It has the Value"

Currency Bond is one of the staples among bondpapers and is as current as the coin of the realm—it goes everywhere and needs apology nowhere.

The reason for this is that while not an expensive paper, Currency Bond is yet sufficiently and self-respectingly good for the every-day-run of bondpaper purposes—and just a bit better.

Currency Bond

"It has the Value"

The Pulse of General Business

PERHAPS no class of men in the country is better able to gauge the tone of business than those engaged in the paper industry.

It can be safely laid down as a rule that where the demand for papers is brisk trade conditions are good. Demand for fine papers and those used for catalogue and booklet purposes indicate that manufacturers are pushing the sale of their products by advertising. And demand for what is known to the trade as "coarse papers", under which come wrapping papers, point very conclusively to the packing and shipping of the manufactured product.

This being true, the surprising quantity of the paper movement noted by paper men at this time is the best evidence of the tremendous volume of business being done throughout the country. Advertising is greatly on the increase. The stream of printed publicity is being constantly widened and deepened. And that this advertising is getting results is seen in the greatly accelerated movement of freight by the railroads.

Taken all in all, the business of the country is at high-tide—the paper man has his hand on the commercial pulse.

Who Wants a Fully Equipped Print Shop?

We are in receipt of the following letter from an old friend of ours, and print it here with the idea that it may bring buyer and seller together.

Winchester, Ky., April 1, 1918

The Diem & Wing Paper Co., Cincinnati, Ohio.

Another matter I wish to present, and in doing so I trust I am not presumptuous. My job printing business has reached such proportions that I, at my age, am not able to hold up under it and I shall say to you that I must sell the plant and if you should know of anyone who would purchase a thoroughly equipped, up-to-date plant, kindly refer them to your old customer and friend,

(Signed) T. M. MORROW,

Prop. Winchester Printing Factory.



Dividend Bond

"It pays to use it"

In Dividend Bond we offer a bondpaper of considerably more than ordinary value

—<u>because</u>, while relatively cheap, the cheapness has application only to price—not to appearance or basic worth

—and the prepossessing appearance of Dividend Bond, and its basic worth, is because of the fact that a large proportion of superior material goes into its manufacture.

Dividend Bond

"It pays to use it"

"With Ideas of Their Own"

We are glad to print what follows herewith, in facsimile—just as it came, unsigned, to hand.

March 'forth'

Dear Mister D & W.

I write to you to-day,
And do not want to trouble you
But would just like to say
That I received from you, by mail

The copy that you sent
Of "Chats" for March, and here's
my tale.

Please take it as it's meant.

The cover is most beautiful.

The drawing almost right
But wouldn't birds so dutiful
Soon get into a fight.

"Birds in their little nests agree",
That cannot be denied
But would two males, up in a tree
Sit peaceful side by side?

A pair of birds these two should be. The lady bird is gray,
That on the nest you cannot see
Her safely hid away.
She also lacks the topknot red
And so, to suit my taste,
I've made the far bird gray instead
And trimmed her head in haste.

I looked into your monthly "Chat" Anticipation keen,

For books with covers, such as that, Are good, it sure would seem. Then disappointment caught my eye

The color harmony

Died quickly and I heaved a sigh

Died quickly and I heaved a sigh, The second page to see.

Just red and black, and commonplace.

It seemed so bold and flat.
As printer I'd not have the face,
To do a job like that.

The inside paper; what a shock.

It does not seem worth while.

By mixing different kinds of store

By mixing different kinds of stock You rudely break the style.

Why is it, that the paper folks
Will always try to sell,
Instead of; when they print their

jokes, To do it extra well;

To make their book a sample piece Of printing for the trade?

It's usefullness then, ne'er would cease

You need not be afraid.

And so my comments, now to close,
This one thing I suggest
Let someone plan your book who
knows
What combination's best.
This criticism, you may term,
As one that stands alone.
'Tis sent you by the Printing firm
"With Ideas of their Own".



Dresden Ledger

A certain toughness of texture must characterize the paper that is properly to meet ledger and accountancy-form requirements.

It must be a paper which will not scale, and with body enough to withstand the scars of erasure.

It must be a paper that will hold and absorb to just the right degree the ink from pen—do this cleanly and without spreading.

Let us send samples of Dresden.

Dresden Ledger



Readjustments

THESE are times when the alert business man must go very carefully into the matter of selling prices in their relation to increased costs that meet him on all sides.

It would seem from the following table, taken from an article in the Ben Franklin Witness of April 22, that the printers are entitled to an advance commensurate with the advancing costs of materials. Following is the article, under caption, "How Costs have Advanced":

Since August, 1914, when the Great War began and when prices were normal, the following advances in the costs of materials used in the printing industry should be carefully studied:

Bond and Ledger paper	s55%
Book Papers	50%
Metal, Brass Rule, etc.	115%
Canvas	250%
Leathers300	0-800%
Inks and Bronzes	65%
Glue.	100%
Oils	73%
Wages	52%
Average Advance	186%

How much has printing advanced in the same period?

We are interested in the matter from the standpoint of purveyors of information to our friends of the printing craft. We are interested in the matter, also, as those selling material to the printers: and which material is listed under two items at a flat advance of approximately 50%. We note in this connection that the increase in the price of paper seems not inconsistent with the increase cited under wages -taking it for granted that the table is at least fairly accurate, and that "wages" here is an average estimate of the increase in wages generally.

We have a very fellow feeling with the printers in all this. For we also are hit in the advance noted under such items as metal, oils, canvas, leather and glue, because these articles play a large part in paper manufacture. Advances such as these have all been discounted by the paper men in the advances fixed for papers.

If a man does his little bit on little occasions he will know how to perform when the big occasion comes.

No great man needs a brass band.

One man's story is as good as another's until you hear the other man's story.



BRISTOLS

Bristols cover a very wide range of uses—a range that is steadily growing wider and to which the Printers are adapting themselves.

We carry a most complete line, from the finest of Wedding Bristols and those lending themselves to the truly artistic—through the Translucents—and clear on down to the Bogus Bristols with their more utilitarian uses.

White Colored Coated

BRISTOLS

Aladdin Covers

In that booklet upon which you are depending very largely for the sale of your product, you are going to consider very carefully all the details—paper stock, illustrations, colors, ink.

And you will not overlook Aladdin Covers in the make-up of your booklet.

For Aladdin Covers will add the distinguishing and final touch of booklet perfection.

Aladdin Covers

The Diem & Wing Paper Company

Main Offices and Warehouse
CINCINNATI, OHIO
Phone Canal 2163

Branch House
LOUISVILLE, KENTUCKY

= OFFICES =

Pittsburgh, Pa. Columbus, Ohio Indianapolis, Ind.

Cleveland, Ohio Dayton, Ohio
Nashville, Tenn.

Chattanooga, Tenn. St. Louis, Mo. Chicago, Illinois

Detroit, Mich. Knoxville, Tenn.
Atlanta, Georgia

Birmingham, Ala. Toledo, Ohio

Evansville, Ind. Akron, Ohie



Warren's Lustro Enamel

The paper entitled to first consideration when planning any printing where a coated paper is to be used.

Its glossy finish presents the unusual combination of brilliancy of surface with delicacy of tone and its smooth, lustrous surface gleams but does not glare.

Submitted to rigid tests of folding, it will not break or buckle.

Its lustrous surface is the actual surface upon which your engravings are printed—a part of the paper that does not pull away.

It makes the engravings fairly sparkle with their beauty, and gives to the catalog of jewelry, machinery, automobiles or other merchandise a superiority that makes it stand beyond the reach of competition.

The Paper You Will Eventually Use



The Monthly Messenger of The Diem & Wing Paper Co., Cincinnati

Sent on request to any address free of charge. Entered at every post office as first-class publicity.

Volume II

JUNE - 1918

Number 7

CINCINNATI

118 something about Cincinnati." The teacher fastened her eyes upon little Walter and awaited the reply. Walter squirmed in his seat, lips unmoved. Charles, the prize pupil, held his tiny hand aloft and pleaded for the chance to answer. "Cincinnati is a big city in Ohio," he eagerly ventured. That was all: and lest that be all some of our readers may know of the "Queen City" we are going to give a few interesting facts about its beauty, phenomenal growth and prosperity.

Cincinnati, situated on the Ohio river, is built upon two terraces, the first 60 feet, the second 112 feet above the river. It is surrounded by a circle of hills, about 450 feet high, forming one of the most beautiful amphitheatres on the American continent.

The city is noted for its beautiful suburbs, which stretch for miles in all directions, with costly residences and large, ornamental grounds.

The beauty of its many parks are known by tourists from coast to coast. Eden Park covers 216 acres, and from many points here, the view of the beautiful, winding Ohio river is a picture worth going many miles to see. Next in size comes Burnet Woods with 179 acres. The city has recently adopted a comprehensive park plan, increasing the total area of its parks from 438 acres to 2500 acres.

The suspension bridge, connecting Cincinnati with Covington, Ky., is 2,252 feet in length and cost \$2,000,000. The Tyler-Davidson fountain, built of bronze, was the gift of a private citizen and cost \$200,000.

A new courthouse is now being constructed at a cost of \$2,500,000. We have a new municipal hospital, twenty-four buildings, covering 65 acres of land—one of the most modern in equipment and efficiency ever attempted.

Cincinnati's water works is the envy of many cities. The pure



water it affords has reduced the city's typhoid death rate to the lowest in the United States.

We have four high schools costing more than one million dollars each; we have modernized our "University of Cincinnati," raising the scholarship standard. We have installed public play grounds, public athletic fields, public comfort stations, public bath houses.

The city has a traffic, mounted and motorcycle police system. It has eliminated dozens of dangerous grade crossings and built many beautiful concrete viaducts. Complete smoke elimination is well toward accomplishment.

Cincinnati has undergone a general moral cleaning-up; it has completely abolished the vice districts, driven the women from saloons, closed the questionable dance-halls and the notorious gambling dens.

Yes, Cincinnati may well be proud of its many achievements during the past decade. Limited space forbids, or we could go on and on, relating the points of beauty and the attractive features which go to make it the Queen City of the West, "the city of homes."

Cincinnati was permanently settled in 1788, and named in honor of the Society of the Cincinnati, a society of officers of the Revolutionary Army, organized at the close of the war to keep up friendships, and especially to raise a fund for widows and orphans of their comrades who had lost their lives in the war. It was named from the old Roman hero, Cincinnatus, as many of the members had similarly left their farms at the call of arms.

True to this tradition, no city in our great United States has responded more cheerfully and generously towards the maintenance of the soldiers, nurses, widows and orphans now sacrificing their homes and lives "over there" that the world may be free.

Abraham Lincoln Said:

"I will study and prepare myself and then some day my chance will come."

"Success does not so much depend on external help as on self-reliance."

"I don't think much of a man who is not wiser today than he was yesterday."

"Let us have faith that right makes might, and in that faith let us dare to do our duty as we understand it."

"I am always for the man who wishes to work."

"I say 'try'. If we never try, we shall never succeed."



All-Salesmen's Letter - No. 27

March 25, 1918

Dear Smith:-

Without accurate records of past performances and a systematic method of handling the work of today, any business would look like "the pit" in the board of trade when there's a corner on wheat. Everything would be disorder and excitement.

What is true of a business as a whole is more or less true of the salesman. A certain amount of system and order are essential to conserve time and promote individual efficiency.

Although a good memory is a fine business asset, you cannot rely entirely upon memory in planning your work ahead.

Each call that results in any degree of progress develops certain points that will be of value in future work on a prospect, and a simple card system or note book for keeping abbreviated records and making definite notations for your next call will promote orderly dispatch and relieve your mind of unnecessary detail until you are ready to see your man again.

There is nothing that will depreciate a salesman's efforts more than the strain and nervous tension which result from not knowing what he is going to do next or how he is going about it. One of the most successful salesmen I ever knew had his system of handling prospects developed to a science. It was his rule never to let up on a prospect until he either went out of business or died.

This man was selling a high priced specialty.

He told me that he figured his time alone was worth \$15.00 a day—and that he could call on an average of ten people every day in the week. At that rate, each call cost him \$1.50.

He said every time he called on a prospect without closing a sale he considered that the prospect was indebted to him in the amount of \$1.50. If he made five calls on a man without getting the "ink" his prospect owed him \$7.50—if he called seven times without closing he had an account of \$10.50 against his prospect, and so on.

Knowing that his only chance of getting the prospect to liquidate that obligation was to get his name on the dotted line, he bored in with absolute determination to close his man every time he called.

And being a good financier, he didn't want to "bury any dead horses" among his investments, so he persistently followed up every prospect he called on as long as there was the remotest chance.



Some sales cost him an unreasonable price at the charge of \$1.50 a call, while others were secured at an exceedingly small figure—but he struck an average cost of selling on this basis of figuring that made him a big success in his field—and inasmuch as there was no way of knowing in advance just where he would be successful, he said his system was absolutely necessary in order to maintain his average.

This plan also proved an incentive in keeping up his calls on new people because if he called on fewer than ten people a day his average cost of making a call would be increased and in justice to his prospect he would have to charge the difference up to himself.

Whether a salesman is working on a straight commission, straight salary, or a combination of both, his time is his best asset—and his success depends upon how he conserves and utilizes his working hours.

Many a call made by a salesman plants a seed for business that never matures or bears fruit simply because it is not persistently followed up—and wherever a call is made and the prospect neglected, that call represents wasted effort and dead expense to the salesman and his house.

Satisfactory records of today's work and definite plans for tomorrow can be made after regular hours—at your desk, in your room, on the train or street car—without breaking into your productive time, and such records will prove helpful in giving you a "short cut accounting system" to check up on your individual efficiency which, after all, is the final gauge by which success is measured.

Yours sincerely,

THE FIRM.

Railroad Printers Take Notice!

We carry in stock

UNIVERSAL INTERLINE WAYBILL MANILA

 $34\frac{1}{2} \times 44\frac{1}{2}$ —141 lbs. to the ream. Quick shipment from stock.

WRITE FOR PRICES AND SAMPLES



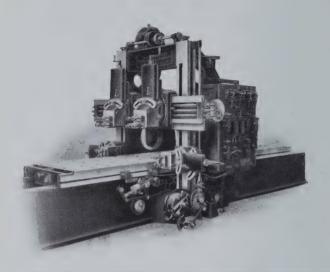
BUCKEYE COVERS

have stood the test for so many years that their superior value is no longer questioned. The many colors, weights and finishes afford a ready selection of just the kind that will produce the desired effect for any particular work.

Write for Free Samples

They Stand the Test

D&W CHATS



Value

CURRENC

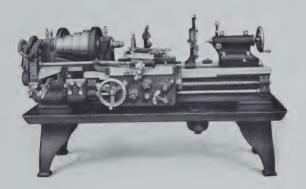
A Combination of Four Virtues—

CURRENCY BOND is as 'current' as your daily mail. It goes everywhere and is a visitor of prestige. It is a fixed staple among bond papers. The one big reason for this is that it is not an expensive bond—yet so exceptional in value for the every-day-run of bond

Prestige

THE BOND FOR I

DEW



BOND

Economy

lue, Economy, Prestige, Satisfaction

purposes, that it leads in its class and needs apology nowhere. ¶ You can use CURRENCY BOND for letterheads and all form purposes and not be ashamed. In a few short words—Currency Bond is a happy medium between a mediocre bond and the most expensive grades

VERYDAY USE

Satisfaction



Cardboard and Bristols

should carry a sense of strength and dignity. They cover a wide range of uses—a scope that is constantly growing larger, and to which every wideawake Printer gives due consideration when buying. We carry a complete line—

Wedding Bristols

Translucent Bristols Bogus Bristols

WHITE COLORED COATED

Ask us TODAY to Send Samples

Gummed Paper

The Best Quality at a Reasonable Price

Our gummed papers are the kind that STICK but DO NOT CURL. These are the two qualities that mean satisfaction. - - We have it in four grades.

Try It!



True Patriotism

"Our country's welfare is our first concern, And who promotes that best, best proves his duty."—Havard.

NCE more our country has gone "over the top". This time it was another Red Cross campaign. Just another slap in the face of those treacherous, skulking German propagandists who vainly tried to make the world believe that we were a close-fisted, money-loving nation, too miserly to give our dollars to the cause.

What a rude awakening it must be for such as these, and we wonder what the effect is on that select assembly of Imperial Murderers, who wear the cloak of royalty, and have plunged Humanity into such unspeakable sorrow.

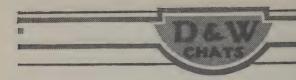
Give! Give! Give! Sacrifice the last dollar, mortgage your home, wear patched clothes and last year's hat. Do all of this, and more, and where is the comparison to what the boys in khaki and blue "over there" are today doing for us, our children and our homes?

No! We don't care if there is a Liberty Bond campaign or a Red Cross campaign, or a fund for Belgian babes started every week. We are going to subscribe to each and every one to the fullest extent of our ability. It is all for a world-wide mission of mercy. We are playing the greatest game the world has ever known. Our very lives and the lives of our wives and children are the stake. So keep on asking us, Uncle Sam! Make your requests as big and as often as needed. We will be there with the last nickel. Our generous responses in the past have proven to your satisfaction that we will arise to every call.

Our constant prayers are centered on those heroes and heroines in Glorious France. We have gone into the game to win—and we will NOT stop until the Hun is driven to cover and our victorious boys come marching home.



"Now every field and every tree is in bloom; the woods are now in full leaf, and the year is in its highest beauty."—Virgil



Editor's Say-So

Tevery man has a different idea as to what should be done to win the war. This has been the case in every great event of the world's history. It only goes to show that no single way is sufficient. All we can do, then, is our own bit, having implicit faith in the wisdom of those men upon whose shoulders the real burden rests.

¶Many people are complaining because the breweries continue to run, while there is an urgent need for foodstuffs and other legitimate commodities.

¶Other people are lamenting over the fact that large areas of rich land are used for the raising of tobacco, instead of using this same acreage for corn and wheat and potatoes.

¶Still others are loud in their criticisms of the millions of dogs that are kept and fed—and it is true that but few of these dogs are of any public value.

¶As an answer to these stay-athome critics, *The Pathfinder* recently said:

"Governments are not all-powerful, and they hesitate to do many things that look like obvious needs to the ordinary citizen. Personally we can't see why the President should not go ahead and stop the waste of good resources in producing beer and tobacco, but the

suppression of drink and tobacco would probably cause such an upheaval by the masses that our war operations would stop. So also if the Government undertook to abate the dog nuisance and sent agents all through the country to kill off the dogs, there would be a popular protest which would be overwhelming.

"Some of the problems in this world that look very small are in reality the biggest ones * * * * * Gradually these things are going to be eliminated for the steady glacier-like momentum of public sentiment is irresistible in the long run, though to the thoughtless observer there appears to be no movement going on."

¶The one big moral of this editorial is—have confidence in the perception of our Government-heads; their eyes are open and watching day and night. When the time comes to put the ban upon any condition detrimental to our national life, it will be done, and done thoroughly and irrevocably. It was Selden who said:

"They that govern most make the least noise. You see, when they row in a barge, they that do drudgery work, slash and puff, and sweat, but he that governs sits quietly at the stern, and is scarce seen to stir."



Swift defines war as "that mad game the world so loves to play." But Humanity hopes the present "game" will soon be finished.







SAFETY FIRST

1st negro to officer:—"How much wah insurance kin I take out suh?" Officer:--"Oh \$500.00, \$1,000.00, \$5,-

000.00."

1st negro:—"Dat's far enough boss, just gib me \$500.00."

Officer to 2nd negro:-"And how much

insurance do you want?"

2nd negro:—"What's de most I can

Officer:—\$10,000.00.
2nd negro:—"Jes fix me up wit dat
\$10,000.00 quick."

1st negro to 2nd:—"Looky heah man what you mean by gettin' \$10,000.00 worth ob insurance?"

2nd negro:-"Dat's all right, 'cause when dat ordah comes to go over de top, dey sure are goin' to be mighty careful of a \$10,000.00 nigger".

"We like the beautiful brunette, We don't despise the winsome blonde, But best of all the girls we've met Is little Miss Iona Bond."

-Springfield News.

"Colonel Roosevelt," said a Washington man, looking up from his paper, "was surely one of the most bellicose presidents

we ever had."

"Colonel Roosevelt?" said his wife.

"Surely you mean Mr. Taft, don't you?" -Pathfinder.

Mrs. Willis:-The papers say the government is going to control everything. Mr. Willis:—Well, it's going to have an awful time with that Jones boy next door .- Judge.

Brown has a lovely baby girl, The stork left her with a flutter; Brown names her "Oleomargarine," For he hadn't any but her. -Pathfinder.

The idea of a union ticket office for all the Railroads in the city may be all right from the standpoint of reducing expenses. It has been found from the point of view of the public that it does not work out satisfactorily. In seeking information the Agents are so darn Neutral that they are afraid to tell you anything for fear of favoring one road over another. A story is told of an Agent in a Union ticket office in a large city that when any one asked him the fare to a certain point, he would reply "Well, you have to go any way, so what do you care what the fare is."

"Robert, if you eat any more of those preserves I'll give you a whipping."

"You wouldn't whip a sick boy, would you, ma?"
"Of course not."

"Then I'll eat enough to make me sick." -Boston Transcript.

Jinks:-I hear your boy in college is opposed to the draft.

Jenks:—Well, he did say it would be handier if I sent him the cash.—Judge.

"Do you mean to say that your daughter hasn't told you she was engaged

to me?"
"Yes. I told her not to bother me with those affairs unless she intended to get married."-Boston Transcript.

"Are you economizing?" "Yes. I have only one egg for breakfast; and in order to save fuel I now have that fried only on one side."

-Washington Star.



Stonewall Linen Ledger

is adapted for use in large and small account books. It is

The Popular Paper for all Accounting and Bookkeeping Requirements

The price of Ledgers has advanced—another big argument why the reasonable price of STONEWALL is making it a favorite.

Stonewall Linen Ledger

HI-LITE ENAMEL

Here is a Book Paper that is universal in its uses. It does not resist ink—prints solid blacks perfectly—gives the very best printing effects obtainable.

A Superfine Enameled Book for the Most Exacting Needs

HI-LITE possesses the ideal combination of printing quality and appearance. It brings the repeated orders.

What more could be asked?

HI-LITE ENAMEL

Let us send you samples.

The Diem & Wing Paper Company

Main Offices and Warehouse
CINCINNATI, OHIO
Phone Canal 2163

Branch House
LOUISVILLE, KENTUCKY

- OFFICES -

Pittsburgh, Pa. Columbus, Ohio Indianapolis, Ind.

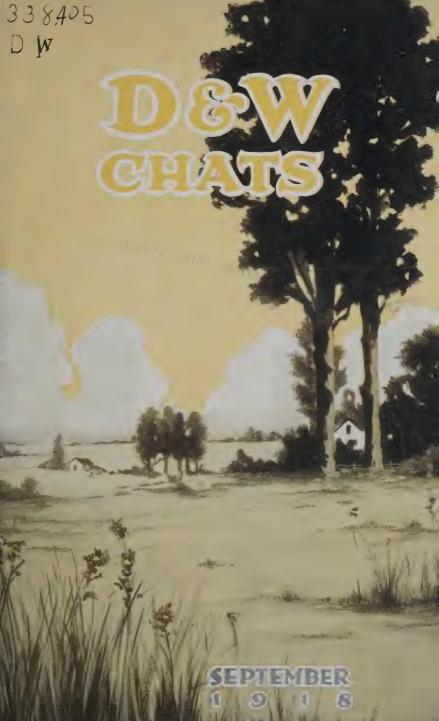
Cleveland, Ohio Dayton, Ohio
Nashville, Tenn.

Chattanooga, Tenn. St. Louis, Mo. Chicago, Illinois

Detroit, Mich. Knoxville, Tenn.
Atlanta, Georgia

Birmingham, Ala. Toledo, Ohio

Evansville, Ind. Akron, Ohio



Currency Bond

is like the real currency you love so well. You are never satisfied with your present supply.

You Always Want More!

Currency Bond is that popural D. & W. paper that is halfway between a mediocre and an expensive paper. That is why it is universally used for all form purposes. Thousands of prominent business houses will testify to its versatile uses. They apply it to many needs, and for that reason we call it

Currency Bond



The Monthly Messenger of The Diem & Wing Paper Co., Cincinnati

Sent on request to any address free of charge. Entered at every post office as first-class publicity.

Volume II

SEPTEMBER - 1918

Number 8

LOYALTY

HEN all is done and peace has come again,
And all the gold and blood and tears are spent,
And thru the streets our battle-wearied men
Come marching back, as once they proudly went.

Can all of you who stayed perforce behind, Quite safe from bullet, bayonet and shell Show to these men a clear and guiltless mind, Or must you cover thoughts you shame to tell?

Can you, then, say to them who have not quailed At what the Hun could do on land or sea, "In all these months my faith has never failed Nor ceased to speak of victory to be.

"I never entertained a thought of dread,
Nor lost my trust in triumph over there,
Nor sighed, nor shrugged, nor shook the hopeless head,
Nor spoke the craven word of black despair?"

Oh, when they ask you can you truly say,
With that calm gaze that meets them eye to eye,
"I never feared that Wrong could win the day,
Nor even dreamed that Right could ever die?"

Friend, in that holy hour when peace is here, Can you, I ask, hold up your blameless head And know your record clear, your conscience clear, Or must you shrink from what you once have said?

In war's hard days our hearts must understand, And we must learn the lesson, every one, That he who fears is traitor to his land And he who doubts is partner to the Hun!

-Margaret Ashmun, in New York Herald.



Some men can turn the war to useful purposes by using it as an excuse for their business failures.



"Carry On"!

WHERE did it come from—that pregnant and satisfying phrase? "Carry On"! It came from the trenches 'over there', whence have been garnered many meanings most truly expressive of the crisis of the times.

Even as new occasions teach new duties, the Great War has enriched every language by colloquialisms very obviously sprung from the quick tenseness of the trenches, where even moments are freighted with the significance of eternity. 'Carry On' becomes the slogan over there in the trenches of France. Well, then—'Carry On' ought verily to be the farflung call to service here at home. America at home backing up America at the front—that's the idea! And doing it now and clean up to the hilt. Thus do we foretoken victory.

Life begins to take on meanings not glimpsed in days before the War. Business and living, living and business—these have now become Living and Service.

Men here at home want something really big to do—something to match up to what their brothers are doing in France. They have a yen, so to say, for something beside just 'business as usual'. They cannot quit business. Business must go on. And business means busyness. But certain it is that business is not to be carried on 'as usual'. Business—even cold, hard business—has taken on certain spiritual values. And business men—even cold, hard-headed business men—even cold, hard-headed business men—even cold, hard-headed business men—even cold, hard-headed business men—bave become dreamers of dreams and seers of visions. For, however it may have been yesterday and the day before, the mere fact of

being alive today, and carrying on business, bears with it the implication and the obligation of Service.

But what is "Service"?

There is service in plenty beside that of the trenches, where panoply and accountement is that of arms and steel helmet. There's service big and fine beside that. And it's up to every man to lay hold of the thing nearest to hand by which he may best serve. Did you ever hear that "they also serve who only stand and wait"?

We imagine the Average Business Man had an idea that he was doing a bit more than merely standing and waiting when, in days before the War, he was engaged in meeting and mastering the problems of his business from day to day, taking care of his family and shouldering his share of civic and social responsibility. And so he was.

But now, relative to the grim horror that flows round the fighting man at the front, this same average business man and most respectable citizen must have brought himself to see that the tug and strain of the ordinary business day or week is even as a soft dalliance with happy chance. And this is why he has come most surely to know that Living and Serving have become one single Thing—that business nowadays is only to the end that one may more highly live and better serve.

This, then, is forever true: even as our soldier boys 'over there' set them-selves to their gripping, gruelling task, so must America-at-Home 'carry on'—never back.

Frederic A. Hamilton



Don't be too harsh with the boastful man. The poor fellow may only be advertising his one virtue.



All Salesmen's Letter

"THE GREEN GRASS ON THE DISTANT HILLS"

Sept. 2, 1918.

Dear Smith:-

The hard knocks, bruises and scars that you get in your work from time to time are the acid tests that life and business apply to every man who gets ahead in this world.

Accept them like a man—stand your ground and put up a stiff fight every inch of the way and you finish with honors.

Lie down, give up and quit under punishment and you will come out of the fray with the yellow tag of failure pinned where the gold medal of success should shine.

Every salesman in every line experiences days when it seems to him that all the buyers in his territory have gotten together and signed a pact in an effort to keep him from making a living.

It is at such times that the old enemy, Failure, gets confidential and slips you the intelligence that your territory is rotten, your line is wrong or that some competing house offers better opportunities for your peculiar qualifications.

We are apt to be lured by the rapid strides that Jones is making by selling stock in a "Cat Ranch" in Arizona—or you may figure that Brown has a cinch because there is little competition on a line of "Paper Collars for Clams."

You begin to meditate upon the green grass on the distant hill and you would like to try out your mettle at something different that is not worn to a frazzle—so you

are tempted to browse in foreign pastures and seek a new connection with the idea of finding something easier.

But when you get over where the grass looks so green you will find the same old stubble and undergrowth to trip you—and the outlook will then seem brighter in other directions.

The peculiar qualifications which lead a man to listen to "palaver" about greater opportunities in other lines will not enable him to hit the Bull's eye or ring any bells with a "change of venue".

Changing around from one house or one line to another will ultimately drag any salesman down to the bottom of the ladder and make him a stepping stone for the real fighters in the game.

When you feel the fancied greater opportunities in other lines tugging at your sleeve that's a sure sign that you are losing your good self—that you are slipping—that your grip is weakening and that's the time to take off your dark brown goggles, roll up your sleeves and get into the game with your old "pep" and "ginger".

You will soon decide that there is nothing better than the line you are selling and you will find that you make your own territory just what it is by the spirit you put into your task and the perseverance you maintain every day in the year.

It's the *man* and *not the line* which achieves success—and whenever you attempt to dodge that fact you are kicking progress in the shins.

Yours sincerely,

THE FIRM.



Does Advertising Pay?

A recent report made by a prominent mercantile agency showed that eighty-five per cent of business failures thruout the country are among non-advertisers.

What a percentage! There are the cold, hard figures in black and white. They are not compiled for the selling talk of some advertising agency, but they should prove an edification to hundreds of sleeping business men who still insist that "advertising does not pay."

Advertising has developed into such a tremendous power in all branches of commercial life that the very word may well be called a synonym of success.

Many men who are now spending millions of dollars every year in advertising, started their career in the back room of a low-rent factory building. However, they were staunch believers in advertising, their faith in national publicity never wavered, and their success now verifies the truth of their convictions.

Notwithstanding the obvious power of advertising, there are still those who believe there is a certain mysterious adroitness about it, only known by a selected few,—a secret something that is beyond *their* comprehension. Such an idea is without foundation. Advertising

is merely a business force that anyone may apply by closely surveying the public wants and then convincing the buyer that *you* have the goods he needs.

Before advertising became the greatest selling force in use, all sales were made by personal solicitation. But how many customers can a salesman visit on an expenditure of ten dollars? About ten, to say the most. How many prospective buyers can you reach with ten dollars worth of postage stamps? After deducting a fair cost for the printing of your sales literature, we will say about seven hundred. Which system should bring the greater returns? We will place our money on the "advertising," and we will win ten times out of ten.

No, men would not pay \$5,000 for a one-page ad, one time in one periodical, if advertising didn't pay. Neither would they pay \$2,000 in one day for postage stamps. Neither would they insist upon the best grade of paper for their catalogs, folders and letterheads—if resultant orders did not justify it. They have already proven the efficacy of this so-called "extravagance," and found it to be the most profitable investment at their command.



Why is truth in advertising like a rubber band? Stretch it too far and it will surely break and be useless.



Cutting Costs

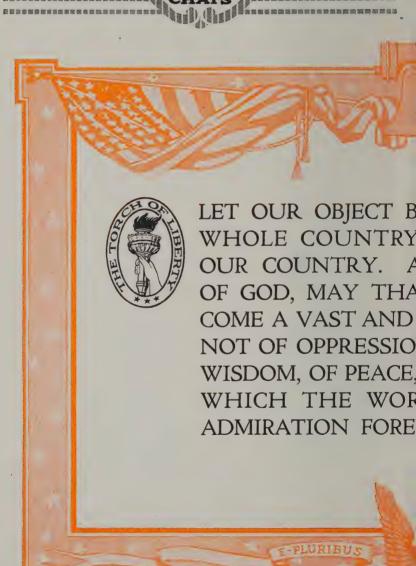
is often the key to successful operation. One good way to overcome the problem of high costs is by using

S. D. Warren Book Papers

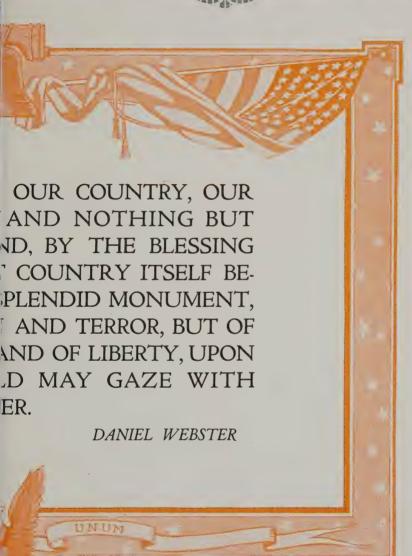
the most practical because they are standardized, requiring the least supervision, therefore not affected by the shortage of labor. Can you appreciate what that means? It means a retention of VALUE at a moderate cost. The result is

"Practical Economy"











Four Daily Necessities!

BRISTOLS

Wedding Bristols Translucent Bristols Bogus Bristols

WHITE--COLORED--COATED

A complete line, from the finest quality for the most exacting usage, to the inexpensive grades for economical purposes.

SAMPLES ON REQUEST

ENVELOPES

D. & W. Made-to-Order Envelopes cover the entire range of envelope needs. Size, Grade or Purpose is immaterial. Prompt service and complete satisfaction form the foundation upon which has been built the

"D. &W. Envelope Service"

TRY IT

$\frac{\text{GUMMED}}{\text{PAPER}}$

That is properly gummed and non-curling.

That has sticking quality and a superior printing surface.

Isn't that the Whole Story?

We have it in various grades and colors.

WRITE FOR SAMPLES

CARDBOARD

As universal in its many needs to modern office efficiency, as ink is to the Printer.

We have it in all grades, weights, sizes and colors.

Have you a good stock on hand? If not,

WRITE FOR PRICES



A Lesson in Economy

W. Morris Kendall wheeled in his massive chair, twisted the black perfecto to the other corner of his mouth and bellowed, "Jackson! Come here!"

Jackson was the chief clerk. He had been gradually promoted from office boy to file clerk, from file clerk to bookkeeper, bookkeeper to chief clerk, solely thru a disposition to run at the call of W. Morris Kendall and to never question any suggestion that his pugnacious boss might advance.

"Jackson, my stenographer tells me that our supply of letterheads will be completely exhausted by tomorrow. Now, now, don't interrupt! I know you placed an order two weeks ago, but that's just the trouble. I am tired fooling with Blank & Co. They're too slow. I'm going to give a rush order to some other printer. I'm going to do it right now, too."

Kendall wheeled back to his desk and hastily surveyed the morning mail. "There are other printers in this town besides Blank & Co." As he said this he picked up a letter of quotations from the Cheapboy Printing Co., tore open the envelope, gave it a quick glance and with an impatient gesture threw it into the waste basket.

The next letter on the stack was a bid for orders from the Wideawake Printing Co. There was something about it that appealed to Mr.

Kendall. He leaned back in his big chair and read it carefully. "Here, Jackson! Take this letter and order twenty thousand letterheads from these people. Let's see what they do."

The strange part about this incident was that the offer of the Cheapboy Printing Co. was really the more advantageous. It offered a better paper at a more reasonable price than did the Wideawake Printing Co.

Then why did W. Morris Kendall, a shrewd and successful business man, overlook an opportunity? Simply this: Mr. Cheapboy was a good printer, but had a mistaken sense of economy and used inferior stationery. On the other hand, The Wideawake Printing Co. appreciated the physchological truth that "quality" paper carries with it the same forceful favorable impression that a clean shave and a clean collar does to the traveling salesman.

The moral of this story is, "Be not wasteful in your business, but do use sound wisdom in seeing that your stationery carries prestige." It is false economy that often brings ruin to think that a poor grade of paper can weather the storm of keen competition and safely reach port. Diem & Wing papers have proven that our theory is correct—that the higher the quality of paper used, the greater is the economy.





Editor's Say-So

¶When an editor has a months' vacation, he usually comes back to his desk, bubbling over with new material, timely talks and humorous anecdotes—enough to fill his pages for several months to come. But what better excuse can an editor give just now, in his failure to do this, than to say that he has spent the entire month of August in Cincinnati?

Perhaps some readers will not appreciate the meaning of this, but there must be a few who have also spent these August days around the vicinity of the Queen City, who will extend a hand of sympathy and say, "Mister Editor, if you had spent every one of those hot nights, laboring under your illsmelling gas-lamp; if you had prepared some articles for us that would have turned the ghosts of Milton and Emerson and Dumas green with envy, we would not have read them until the hot spell departed."

Yes sir-ree. It has been hot in Cincinnati! The editor has been shirking his duty and trying to keep cool by reflecting on those days of last January, when the thermometer hung around sixteen degrees below zero. But now that September is here, we are going to make up for lost time and exert every effort towards making CHATS, for the coming season, the liveliest little house magazine in print.

Our ambitions are unbounded. We have received so many favorable comments on the readable qualities of CHATS that it is a strong incentive for us to imitate the schoolboy by saying, "Gee-Whiz! If you folks think that wuz good, just watch us now and we'll show you a real punch!"

So, Mister Reader, the editor has humbly apologized, he has carefully explained, he has emphatically promised. It is in your place now to accept his apology and hold him to his pledge. If you are not a regular reader of CHATS, if you are not on our mailing list for a copy every month, send in your name and address. The subscription price is your good will.



The man who doesn't know right from wrong almost invariably does wrong.





KNEW HIS PLACE

Sister Smith was called upon for testimony in a revival meeting. She humbly declined in these words: "I have been a transgressor and a black sheep for a good many years and have only recently seen the light. I believe that my place is in a dark corner behind the door."

Brother Jones was next called upon. Following Sister Smith's meek example, he said:

"I, too, have been a sinner for more than forty years, and I do not think I ought to stand before you as a model. I think my place is behind the door, in a dark corner, with Sister Smith."

—Ladies' Home Journal.

The blushing bride-elect was rehearsing the ceremony about to take place.

"I shall expect you to give me away, papa," she said.

"I'm afraid I've done it already, Caroline," replied the old man, nervously. "I told your Herbert this morning you had a disposition just like your mother's." —Chicago Ledger.

"That fellow was an impudent fraud. How did he manage to wheedle money out of you?"

"Oh, John, he told me such a sad, pitiful tale about his poor wife who was a widow with six children."

George Ade says, "Early to bed and early to rise and you will meet very few prominent people."

"The Lord knows how Binks made his money."

"No wonder Binks always looks worried."—St. Louis Globe-Democrat.

"I know everybody in this big city, blurted the boastful citizen.

"Gee, how fortunate! No matter if the operator gives you the wrong number, you can go on talking."

If the Allies want something to shoot back at the "mustard gas Huns" why not try onion juice mixed with red pepper?

"Well, mum," said the sympathetic neighbor, the day after the funeral, "I suppose your Bill's hitting the harp with the angels now?"

"Not him, sir," said the widow, "Hitting the angels with the harp is nearer his mark!"

Grocer—"Yes, I want a smart young man, to be partly outdoors and partly behind the counter."

Applicant—"Then what happens to me when the door slams?"

Mrs. Murphy—"The war 'll last but two months, I'm thinking."

Mrs. McGinness-"An' fur why?"

Mrs. Murphy—"My son Danny's enlisted—an', believe me, he never held a steady job more'n two months in his whole life."

"I never heard of but one perfect boy," said Johnny, pensively.

"And who was that?" asked mamma.

"Papa—when he was little," was the answer. Papa kept on reading his paper and said nothing.

Tom—"Are you deaf to my pleadings?", Eva—"I am."

Tom—"But what if I were to offer you a diamond ring?"

Eva-"Oh, I am not stone deaf."



Buckeye Covers

stand for practical war time economy. We carry a full line of

All Colors, Weights and Finishes



High grade stock for exclusive jobs, low-priced grades for less exacting uses. You may select what is wanted for each particular purpose, and to do that means

War Time Economy

Dividend Bond

"IT PAYS TO USE IT"



The summer season is passing, the season for frosts and snows is coming, but *Dividend Bond* is

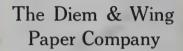
Always in Season

Every month brings increased sales. Why? Because it wins new friends and holds the old. This characteristic, symbolical of all friendliness, merits your patronage.



Dividend Bond

"IT PAYS TO USE IT"



Main Offices and Warehouse
CINCINNATI, OHIO
Phone Canal 2163

Branch House
LOUISVILLE, KENTUCKY

OFFICES =

Pittsburgh, Pa. Columbus, Ohio Indianapolis, Ind.

Cleveland, Ohio Dayton, Ohio Nashville, Tenn.

Chattanooga, Tenn. St. Louis, Mo. Chicago, Illinois

Detroit, Mich. Knoxville, Tenn. Atlanta, Georgia

Birmingham, Ala. Toledo, Ohio

Evansville, Ind. Akron, Ohio



DISTATS CHATS

OCTOBER 1 9 1 8

Currency Bond

"It Has The Value"

Possessing the four virtues

ECONOMY, VALUE.

PRESTIGE and SATISFACTION

it meets all requirements of a bond paper for current use.

Most Suitable for

Form Purposes and Correspondence

While not an expensive bond, it carries its messages with a dignity that begs no apology. Its popularity is established—its versatility unquestioned. Try it.

Currency Bond

"It Has The Value"



The Monthly Messenger of The Diem & Wing Paper Co., Cincinnati

Sent on request to any address free of charge. Entered at every post office as first-class publicity.

Volume II

OCTOBER, 1918

Number 9

Shall Advertising Be Restricted?

ANY AMERICAN business men are today wondering to what extent their advertising should be restricted. Some have already adopted the plan of "no more advertising until after the war." Others are contemplating this course. A few even consider it a patriotic spirit to withdraw from the public eye until our boys march through the gates of Berlin.

The rumor is still prevalent in some places that the Government has ordered a severe curtailment of advertising in periodicals. This is not true. Probably the best "comeback" to such a rumor will be to quote from the recent statement of Hon. W. B. Colver, Chairman of the Federal Trade Commission, on this subject. He said:

"Discontinuance, or even sharp curtailment, of advertising because of temporary war conditions, would seem to imperil the most valuable asset that any business has—namely, its good will. No more faulty logic can be found than that which would impel a manufacturer to cease building for the future by means of advertising, simply because the output of his factory is for the time being, restricted; or, because diversion of his facilities to war work has operated to withhold his goods from accustomed markets. In modern business there can be no sufficient unto the day policy.

"In advertising the business man has built up the tangible or spiritual side of his business, if such it may be designated, as distinct from the material side. It is the spiritual side as represented by the good will, that is slower of growth and that is the more seriously jeopardized by neglect—neglect which could take no more disastrous form than an interruption to advertising

Mr. Colver's entire statement follows the same general tenor. Instead of the Government calling for a reduction of advertising, here we have the Chairman of the Federal Trade Commission urging a continuance of advertising.

The American business man is now in much the same position as the British business man was at the end of his first year of war. Discussing this problem, Mr. Val Fisher. member of the London Chamber of Commerce, recently said: "In the last four years the business men of Great Britain have learned more concerning the importance of building good-will through advertising than they did in forty years preceding the war." He went on to illustrate how the London business houses which have continued their advertising are holding their places in public favor, while those who have discontinued are showing losses. He said that trade is abnormally good in England because "never before in its history have there been so many workers per thousand population-never before has the wealth of the country been so evenly distributed."

American business men, here is food for deep and serious thought!



Hats Off to The Boy Scouts!

URING these days when the war spirit is foremost in the minds of every American citizen, when the broadshouldered American soldier is in the limelight, when the very smell of gunpowder is in the air, let us not forget to look with pride upon the Boy Scout, for in their youthful bodies is born the patriotism that spells American freedom.

This intense patriotism of youth knows no bounds. It is as natural to the American boy as eating green apples or custard pie. It responds as vigorously to his country's call as the ancestral blood of his heroic grandfathers during the days of the Revolution and the Civil War.

Back in the spring of 1909, following a great amount of publicity in written articles, addresses, conferences and discussions, the Boy Scout movement was begun in America. On May 6, 1910, a meeting of a number of prominent men was held in the Hotel Waldorf, New York City, at which a general discussion of the project followed a lengthy address by Mr. James F. McGrath. There and then the movement was originated. Mr. McGrath was elected secretary.

The organization was called "The American Boy Scouts," and was essentially military in its character. The boys were taught the use and abuse of arms, the necessity of selfpreparedness in all the affairs of life, American patriotism, to revere the flag and to be helpful at all times to those needing help. These boys were instructed that they were to form a third line of national defense for their country.

The above facts are contributed by Mr. J. Rush Bronson, of the American Cadets. He concludes by saying, "So much for the history of the Boy Scout movement. These facts are not generally known, but the original Boy Scout movement was the American Boy Scouts, which later became known as the United States Boy Scouts."

During the recent police strike in Cincinnati the Boy Scouts responded to the call for duty and attracted unusual attention while conducting traffic on the prominent downtown corners. They stuck to their posts like little men, unembarrassed by the attention and comments of pedestrians, unrelenting at the least violation of the traffic laws. Their tender years of twelve and thirteen bothered them not a bit.

They did just what the public would expect American boys to do when called upon in an emergency, and they did it only as American boys can. Their blood tingled with the same proud and patriotic spirit that is today making German aristocracy concede that she far underrated America's power.

Hats off to the Boy Scouts!



"War makes thieves and peace hangs them." Germany, please read.



The "Good Fellow" and The "Goat"

September 26, 1918.

Dear Smith:-

To constantly increase your circle of acquaintances among people whose acquaintance is desirable—to develop your acquaintance with these people into friendship and to preserve that friendship through the warmth of brotherly love and a spirit of helpfulness is both a duty which pays big dividends and a pleasure that rounds out the happiness and matures the development of a true salesman.

To that end, goodfellowship, responsive good humor and geniality are your most valuable vehicles—but when these fine qualities are practised beyond the bounds of discretion by a salesman his friends and acquaintances are apt to look upon him merely as a "good fellow."

When a salesman acquires the reputation of being what is termed in Bohemian parlance a "regular good fellow," he is likely to be entirely overlooked when serious business matters are up for consideration—and it is at that point when the "good fellow" becomes the "goat."

All his friends and acquaintances will agree that he has a heart like an ox—but there is somehow an inward, sub-conscious conviction that he also has a brain like a heetle.

You have heard such men "beef" about the favors they have done this fellow and that—how he has always put himself out to accommodate them—has even shown his willingness to take his shirt off his back for them, and then they seem to forget all about him when it comes to the transaction of profitable business.

But you can't help but feel that the good fellow who becomes the "goat" has only himself to blame for it—you know that he has gone through life with a loose rein—that he has indulged in goodfellowship purely for the selfish and simple gratification of his own pleasure and has missed fire on the sterner and more substantial elements which characterize cold-blooded business intercourse.

He has failed to impress others with his depth of thought at the psychological moment, he has not displayed sound judgment, he has not used the logic of business as a counter-balance for his sporting nature—the sincere side of his make-up has become dwarfed and he has thus failed to establish in others the greatest asset of life and business—CONFIDENCE.

There are thousands and thousands of men who have attained success through a happy combination of supreme goodfellowship and a sober regard for the seriousness of business—there are also thousands who have become successful apparently without a spark of good humor in their beings—but I know of none who have made their marks in business solely on the happy-go-lucky, unguarded indulgence of the proverbial "good fellow."

Large numbers may seek his company when out for pastime—they enjoy the jovial, beaming spirit of his lightheartedness and wax warm in merriment when he entertains—but when they turn to the practical and weighty problems of transacting business they shun him as if he carries "bacteria" in his sample kit.

So it is well to be able to lead the minds of your listeners off of light, frivolous subjects and direct them to things that count for something in the battles of life. Then they will ponder over your utterances when you are gone and understand that you are a thinker and a doer of things worth while.

You hear a lot of fellows bewailing the fact that they are poor "mixers"—that they don't seem to set well with many of the people they meet, and that is a quality which is truly missed by those who do not possess or cultivate it—but the personality which counts most is the one which wears best, and the man of earnest, sincere and deliberate manner has picked up something in his birthright that is of far greater value in business than the opposite extreme that characterizes the lighter veins of humanity.

Yours sincerely,

THE FIRM.



A man must not be judged by the suit he wears no more than a book by its beautiful cover.



Jack Was Right

ELL, well, if it isn't old Jack Thompson! How are you, Jack? Where you
goin' with your grip? Don't like this
hotel, or tryin' to beat your bill? I'm just
arriving. Don't tell me you have to run
for your train. Sit down for a few minutes,
anyhow. How's business?"

"Rotten!" Volumes of meaning were expressed in Jack's one word. He put down his grip and dropped into an easy chair with an air of resignation and a look of complete disgust on his face. "What the deuce is the use of tryin' to sell goods when the fish won't bite? Here a fellow sticks in a town for three whole days, runs up a big expense account, gets called down by the house for not turning in any orders and then beats it for the next town to go through the same thing. But what's he to do? I try hard enough, but every man I call on either gives me the laugh or looks at his watch and gives me the old gag about this being his busiest day."

Jack's friend was intensely interested. Due to his optimistic nature, he was welcomed everywhere. Another trait that made him a popular idol of the grip was his earnest willingness to help a brother in distress. He patted his dejected companion on the shoulder, said something about "cheering up," and insisted that Jack accept one of his company's cigars.

"Now, let's see, Jack! Let's get to the bottom of this tragedy. There is always a cause for every effect, and I don't think in this case that you are the cause. I know you've got the ability to sell goods and, by George, there's some other reason why you can't! First, how are your prices?"

"Prices, h—l," roared Jack. "My prices beat yours and ninety per cent of the other salesmen on the road. Prices have nothing to do with it."

"All right, then, we'll grant you're corrects old man. So here's your answer. Your prices are low, but your goods are bum. Am I right?"

Jack took the cigar from his lips and grinned. "Sure! I know it, but didn't want to admit it. Don't think you are a genius and have solved a perplexing problem. Of course, that's it. Why, listen! No less than ten former customers told me this morning that they didn't care a rap if the prices had advanced several cents. just so I would give them goods that would give their trade satisfaction; that they valued the good will of their trade far more than they did a few extra cents. So there you are; and that's why, when I met you a few minutes ago, I wore an expression like a cat cornered by six dogs. All I hear from morning 'til night is 'Your goods haven't the quality.' It's all off, old man! I've been at the game long enough to realize that D. & W. quality has the inside track. So I'm going back home, turn in my grip and try my luck at some other line where I have a chance with the other fellow. So long! I must run for my train now. Good luck to you and your D. & W. quality."



The study of human nature would take a drop if we could accept as true man's own opinion of himself.



Irish Linen Bond

Is a linen handkershief preferable to one of cotton? There is no relative comparison. Neither is there when comparing IRISH LINEN BOND to mediocre grades.

It is the BEST BOND made

If you have never used it, ask the man who does! He will tell you to buy—

Irish Linen Bond



VALUE

Ticonderoga

Their DEPENDABLE Qu

4 Popular Grades

"C" MACHINE FINISH—Possesses the close weave, the cleanliness and the color that insure excellent printing effects. In white stock only.

SPECIAL MAGAZINE—Bulks from twenty to thirty per cent more than coated papers. Has unusual strength and freedom from glare, making it particularly adapted for use in school books and volumes of reference where easy reading and durable quality are essential. In white or India stock.

EGGSHELL WOVE—A beautiful clarity of color, well formed even finish, strong and durable. In white or India.

ANTIQUE LAID—A paper of unusual bulk. Clearly defined dandy marks, pure clean color. Insures beautiful and effective results. In white or India.



ook Papers

ECONOMY

ty Insures Satisfaction

4 Practical Reasons

A practical and popular book paper *must* be reasonable in price and also have the following four distinctions:

FIRST—A surface pleasing to the eye and touch, with the highest printing qualities.

SECOND—Strength to stand folding and much handling.

Third—Sufficient color and clearness of stock to afford a pleasing background for printing.

FOURTH—Unusual bulking qualities.

TICONDEROGA BOOK PAPER possesses all four of these distinctive qualities.



Historical Bond

Our boys in France are making history. In the paper-using world HISTORICAL BOND

Is Making History

It is the kind of bond paper that is symbolical of two words—

"ECONOMY" and "QUALITY."

First, buy a Liberty Bond. Then place your order for

Historical Bond



Shots From the Firing Line

O wonder the Germans "put up a stubborn resistance." Just think of being forced out of those steam-heated trenches right at the beginning of a cold winter.

** ** **

We see where the Crown Prince of Rumania is being punished for marrying a sweet Rumanian girl, who had no royal blood in her veins. Congratulations, Prince, and let us extend the consolation that before long royal blood will not exact so high a premium.

** ** **

Von Hertling admits to the Reichstag that recent developments are very grave. Yes, Vonnie, it is indeed a grave, in which thirteen million American patriots recently pledged their lives to bury German military autocracy—deep under the ground.

** ** **

William Jennings Bryan comes forward with the view that cursing the Kaiser doesn't do any good. That may be William's view, but every time we think of how the German army marched through Belgium, burning the houses of innocent people, murdering old men of eighty-five and sweeping within its vile lust babes of seven and grand-

mothers of eighty-one, somehow we can't keep from it.

** ** **

We'll bet the Kaiser's military heads are busy right now preparing for early publicity the explanation of "how they had been considering for some time the strategical advantage of evacuating Metz—and that the coming of the Yankee had nothing whatever to do with the retreat."

14 24 A4

They say that King Ferdinand's symptoms of insanity consist of weeping freely. There is a promise that this will soon become an epidemic in royal circles.

s ভঙ ভা

Do you know who is now the idol of the German army? None other than General von Boehm, their famous retreat expert. The general is making them step lively.

22 22 22

Answer to a query: No, Harold, we don't think the Kaiser is going to eat his Christmas dinner in Paris, unless it is behind some thick steel bars.

5° 8° 8°

Hindenburg says: "The enemy is beginning to show signs of weariness." No wonder! If his men would quit running so fast it would not be so wearisome.



The man who cheers the loudest as our boys come marching home will be the one who bought no Liberty Bonds.



Editor's Say-So

How times do change in the growth of a century! One hundred and six vears ago, when the War of 1812 began, the United States army numbered 6,744 regulars. They were poorly equipped and poorly drilled. Congress authorized an increase in the army to 25,000, but during the entire war our regular army never exceeded 10,000 men. Think of it! Compare this to the two million men now in France and the millions of others in training. No doubt the Kaiser had been reading American history and confused the present time with 1812. He doubtless considered 10,000 men about the limit that we could reach today.

Volunteers were few in the War of 1812. The New England States would not allow their militia to serve beyond their state lines. The American Navy at that time consisted of seven frigates and nine smaller craft. Congress was opposed to initiating taxes to raise war revenues. New England, which in those days possessed the bulk of the Nation's capital, did not favor war loans. How things have changed! Today our war expenses reach twenty-nine million dollars each and every day.

The War of 1812 is credited by many with having created national spirit in the United States. Wherever the spirit may be credited, it cannot be denied that the patriotism of our country has kept apace with its other wonderful growths. better testimony is needed than the impregnable (?) Hindenburg line which is now cracking under the added weight of Uncle Sam's power. No longer is there any opposition to the prosecution of a war where the object at stake is justice and liberty. We have grown from the infant of 1812 to the unconquerable man of 1918. We have grown physically, mentally and spiritually.

The Kaiser said, not so long ago, that when a peace conference was finally held, President Wilson would not have a seat at the table. This flagrant assertion, like all of his other boastful utterances, was merely to blind his lethargical dupes. Instead of being true, we are perfectly safe in prophesying that the United States will have a very prominent seat and quite a lot to say. We have not had forty years of military training, but we have a still greater asset. Inborn in the hearts of American men is one hundred years of freedom.



They say that every man has his price, but how few are worth it?



The professor was trying a simple experiment in physics "I have here a tin can, an inanimate object," he was saying. 'Now, can anyone in the class tell me how, with this can, it is possible to generate a surprising amount of speed and power, almost beyond control?"

One little boy raised his hand: "Tie it to a dog's tail."

-Lone Scout.

"This food economy is proving beneficial in several ways."

"Yes. We are reducing the national waistline to protect the coast line."

"Why did he marry her at all if he intended getting a divorce so speedily?"

"Because he didn't think it would be honorable to break ithe engagement."—
Boston Transcript.

"You are going to take the advice of the Department of Agriculture and keep bees?"

"Yes. A beehive is a great investment. It proves profitable even if you get stung."

— Washington Star.

Counsel (in divorse case)—"I ask that a recess be taken at this point, your Honor."

Judge-"On what grounds?"

Counsel—"My client wishes to change her gown. She hasn't displayed half her costumes yet."—Boston Transcript.

George Ade says, "Work is a snap. It is a recreation that sends so many of our best people to the sanitariums."

TWENTY YEARS AGO

Ladies wore bustles.
Operations were rare.
Nobody swatted the fly.
Nobody had appendicitis.
Cream was five cents a pint.
Advertisers did not tell the truth.
The hired girl drew one-fifty a week.
Nobody cared for the price of gasoline.
Jules Verne was the only convert to the

"So," said the visitor, "you intend to become a physician when you grow up."

submarine .- Chicago Ledger.

"Yes, sir. Because a doctor seems to be the only man that keeps on getting paid whether his work is satisfactory or not."



STONEWALL Linen Ledger

is the favorite paper for all accounting and bookkeeping purposes. It is made by a process that

Insures Satisfaction

The price of Ledger paper has advanced, but considering the high-grade quality of STONEWALL its prices are still reasonable. Give us the opportunity to send samples and quotations, and you will buy—

STONEWALL Linen Ledger

NS 52 52 52 52 52 52 62 62 62 62 62 62 52 62 62 62 62 62 62 62

D. & W. Ledger

Practical Quality for Practical People

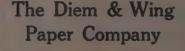
Its universal popularity is due to the fact that it satisfies the most exacting, and at the same time is

E-C-O-N-O-M-I-C-A-L

It 'possesses the unusual D. & W. quality, plus a reasonable price that brings repeat orders. Are you willing to be convinced?

D. & W. Ledger

Practical Quality for Practical People



Main Offices and Warehouse
CINCINNATI, OHIO
Phone Canal 2163

Branch House
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Pittsburgh, Pa. Columbus, Ohio Indianapolis, Ind.

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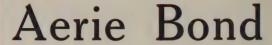
Detroit, Mich. Knoxville, Tenn.
Atlanta, Georgia

Birmingham, Ala. Toledo, Ohio

Evansville, Ind. Akron, Ohio



OVEXBER 18



The Bond Supreme

When an executive officer of a business firm says: "My stationery must be of the best," remember—

AERIE BOND

The Bond Supreme

Its quality is *impressive* and will give him that impressive quality he needs.

Make no mistake—give him

Aerie Bond

The Bond Supreme



The Monthly Messenger of The Diem & Wing Paper Co., Cincinnati

Sent on request to any address free of charge. Entered at every post office as first-class publicity.

Volume II

NOVEMBER, 1918

Number 10

Victory—Peace—Business!

No American had any idea that it could end in any other way.

For, look you! Here was a nation undoubtedly great and leagued with powerful allies, but a nation against which was arrayed the whole round world beside. How, then, could it win? It could not be done. The Central Allies could not swing it. The thing was too big. They were not big enough. The very weight of gravity in the unfolding of events was against any such conclusion. They were bound to grow weaker after reaching the perhelion of their power, and the perhelion of their power was not sufficiently strong—it would lack the final ounce—to turn the balance.

The nations of the Entente, on the other hand, had a long way to go before they reached the ultimate of strength. And it was this longer road that accumulated an ever-increasing momentum, a momentum that finally carried the Allied arms over the top, and which swept the Teuton forces off their feet and sent them whirling, swirling back; and which gave them no chance to grip the ground, and to stand and give effectual fight.

The Allies of the Entente had a longer run for their jump-off. Germany and her confederates had all the advantage accruing from a fuller preparation. But the coiled spring in their preparation could take them only a certain distance along the road. The

workshop where the spring was forged was too small. Their background was too limited. A spider spins its web out of the substance of its own body. Germany was spinning conquest out of her vital life, and there wasn't enough of that wherewith to organize a final and decisive push. The Entente levied upon the entire world. The reservoir of their reserve strength was illimitable. They bathed their war-weariness moreover, in a moral approbation accorded by practically the whole human family. But Germany—the very life of the Teuton Allies, was seared and shrivelled by the flaming reprobation that blazed against them.

Thus came Victory. Small need here to glorify the high achievement of American arms. The bravery and dauntlessness of our soldiery is sufficiently acclaimed by our European Allies. It is no new or surprising thing us us. Americans knew that the lustre of former tradition would emerge undimmed.

And now, presently, comes Peace.

It ought to look the formulating of it, toward making war impossible. Without unduly soliciting the Millennium, it ought to look in the direction of making peace a habit, just as, contrariwise, trouble has ever been perennial in the Balkans. Some good folk, indeed, thought that was what



Victory-Peace-Business-continued

the whole uproar was about—a war to end war, at least from the side of the Entente. Let that pass.

Certain it is that the sort of whirl, let loose again within the next generation or two, and from which we have just been released, will make an end to what we have been in the habit of calling "Western civilization." For Europe had long lain the flattering unction to her soul that Europe was civilized. Setting the mines of diplomacy, countermining and checkmating, the chancellories of Europe set the world on fire in a bungling and wooden effort to preserve the "balance of nower."

Margaret Deland's "doughboy" over in France was just an average American. But he has the average American idea. And that average American idea, if loosed in essence at the peace conference, is the best guarantee of the peace of Europe and of the world. This is what, a few days before the armistice was declared, that straightseeing doughboy said: "We can't have the devilish idiocy of war in the world. Of course, now we're in it we can only stop it by going on with it and winning it. But the idea of a lot of silly-billy kings and queens and emperors dragging us Americans over here to settle their hash! I've got a wife in Los Angeles, and our baby's You bet the nations over here have got to put crowns in the junk heap (we'll knock off Germany's tile to start with) and get down to business, and make themselves a lot of states! Just like us. A world lot of states! United States."

Boiling former Kaiser William in oil will not bring a lasting peace. The ferocious program for permanently crippling Germany, voiced by some of our ''leading citizens'' will not do it. Quite the reverse.

President Wilson and Premier Lloyd-George, at least, have no such spirit. Suppose we permit them to attend to the matter.

And-right now-Business!

It is related that, following a highly finished address on the History of Art at a summertime Chautauqua assembly in which he had stressed the glory that was Greece and the grandeur that was Rome, the speaker closed by saying that those in the audience desiring to do so might ask him questions. Immediately, one healthistomicked American called out, "When do we eat?" Anticlimax? Well, perhaps so. But feeding is a very important function, even for a highbrow.

And there is no anti-climax involved in thinking of Business in relation to War and Victory and Peace. For undergirding all these, and sustaining them, is Business. Wars cannot be fought nor victory achieved nor peace guaranteed without—just painstaking, hurrying, sweating, homely-old-sordid Business!

The great and masterful epic of the universe—upholding, enswathing, interpenetrating, saturating all life—is Business. Poetry and music and art, the high heroisms of war and the victories not less renowned of peace—these are important. But Business is essential. We are a race of cooks and waiters, if you please, by necessity. Mankind must always mainly be occupied in keeping the wolf from the door. Wars and the toppling of dynasties are incidental. The world's work is Business.

So, let's get at it! Start the presses humming. Break out the flag of Publicity. The people want the evangel of your merchandise. Let the measured throb and beat of the machinery of industry indicate the pulse of our national life. And let the Workers sing because they are glad.

-Frederic A. Hamilton.



Nothing will ever be attempted if all possible objections must be first overcome.—Dr. Johnson.



General Salesmen's Letter

Imagination—The Sustaining Power of Salesmanship

November 1, 1918.

Dear Smith:---

There are types of salesmen who are inclined to lean on the Sales-Manager or the House for all the selling points of their proposition.

They appear hungry for new ideas that will sell the goods for them and use all such ideas passed along, as they think, conscientiously — yet they seem to remain in the class of "selling platers" and "also rans" in the race for business.

The trouble with such men is that they use the thoughts and suggestions furnished by the office "as is"—they adopt them in a mechanical way and do not use their own power of imagination to elaborate on each point they get.

Monotonous "repertoire" will not seil goods. The most exhaustive sales manual ever written will not in itself produce the business. It's the Heart, Soul and Mind of the man who uses selling arguments that give to them their life and value. Selling ideas, old or new, become valuable to the salesman in proportion to his ability to analyze them and to apply them in an original way—clothing them in his own personality and putting steam and enthusiasm behind his efforts.

IMAGINATION—the faculty which represents a strong and virile mentality—is innate in every brain. Through it we broaden and elucidate all thoughts and ideas that come to us—it is the subtle influence that holds a grasp upon the minds of others and bends them to our will. Through imagination you can make your thoughts penetrate all the instincts, passions and prejudices of those you meet. It enables you to detect their desires and regrets—to ascertain every human weakness and its sure decoy.

Imagination is the great sustaining force of true salesmanship. Without asserting a fertile imagination you are seriously handicapped—it is the vehicle with which you carry your prospect through all the long range of human feeling in a sale—

from attention to interest, then to desire, and finally to the last goal of decision, where he voluntarily reaches out for possession and signs your order.

Through imagination you can invest the most commonplace thought, argument or fact with a lure that is truly irresistible. It enables you to build your own selling talk around the prosaic facts that are clearly known to your prospective buyer. It adds the radiant colors that make your proposition stand out apart from others and win the choice and preference of the buyer.

All the progress and accomplishment in this world is based upon the faculty of imagination—we are never more happy than when the mind is bent upon following a train of imaginative thought that constantly unravels the many ramifications which represent the deep set roots of any proposition.

The basis of imagination is an inquiring mind—an analytical attitude toward the things we hear and see. When Newton saw the apple fall from the tree he exercised his imagination by calculating why it was that the apple shot straight to the ground instead of floating off on the breezes, he followed out his trend of thought and thus discovered the law of gravitation.

Watt, as a youth, stood in silent imagination when the steam lifted the lid on the tea kettle—and through his inquiring and imaginative mind he discovered the power of steam. His IDEA was accepted and broadened by other imaginative minds, until we have the fast trains and great steamships of today.

All the improvements in methods, machinery, transportation, operation, agriculture, buying and selling, are merely pyramiding of the idea of others through a process of refinement based primarily upon imagination—and the fellow who does not exercise his imagination in life gets only the meager benefits of the second-hand ideas and methods of others in their worn state.

Yours sincerely,

THE FIRM.



Honest Effort Brings Reward

HADN'T been in Clinton City for five years. It was hard to believe that it had been that long since I was on the road for The Diem & Wing Paper Co., of Cincinnati.

When I stepped off the train and viewed all of the old familiar buildings, it brought back fond remembrances of those days when I visited here and sold every printer in town—all with the exception of the J. Dunlap Printing Company. But that part of my story will come later.

I walked up the main street of Clinton City, resolved to spend the entire day visiting my old customers. I decided to give half an hour to each call, so that I could make the rounds without difficulty and be in time to catch the 5:45 train for home. This was to be a real day of "visiting"talking over old times.

As I said before, the J. Dunlap Printing Company was the only house in Clinton Company was the only house in canonic City where I never received an order. Old man Dunlap was very much "sot in his way"—he had been buying paper from the Paper Company for thirty-five years, and he expected to do so for that many more.

I always made it a point to call on Mr. Dunlap. I knew it was time wasted, but still hoped that sooner or later he would see the folly of cheap buying and admit that QUALITY was a far greater asset than the mere saving of a few pennies.

I had visited four of my old friends and found them all in good health, all prospering, all still buying the reliable D. & W. paper. My next stop was to be the Dunlap Printing Company.

A half square farther and I met with the surprise of my life. At first I couldn't believe my eyes. The old Dunlap building

was gone. In its place stood a large, modern, brick building that overtopped any other structure nearby. "Out of business. other structure hearby. Out of business, I'll bet," was my first impression. But no, there was the name in big letters—"DUN-LAP PRINTING COMPANY." I hastened up the flight of stairs to the main office. There was the young Mr. Dunlap busy at his desk.

To make a long story short, he said: "Yes father retired from business three years ago. He turned the reins over to me. But do you know what he said to me the last day he was at his desk? He said, 'Son, just one little piece of advice. I guess I am a pigheaded old man, but somehow or other I've never like to go back on any promise. I pledged my business to the Paper Company many, many years ago, and I've always kept my promise. Now that I am going to step out, take my advice and switch over to step out, take my advice and switch over to The Diem & Wing Paper Company, of Cincinnati. I was long ago convinced that they have both the paper and the service that holds your old customers and brings in new ones. I would never admit this to that young man — when he used to call on me regularly, but now that our plant is to be under new management, take my advice and make the change. There's the whole secret, Mr. _____.

I DID take his advice and this plant that

you now see is the tangible evidence of

what it has done for us."

Somehow, when I left young Mr. Dunlap
I held my head a little higher to think that, after all, my repeated calls in the past had not been in vain.

Still, my heart was a little heavy. For it brought back those happy days of the past, and I really wished that I was back on the road again, grip in hand, filled with good old D. & W. samples.



He that can have patience can have what he will.— Franklin.



Buckeye Covers

Quality—Variety—Economy

We have BUCKEYE COVERS in a large variety of colors, weights and finishes. Selection for any purpose is easily made.

ALWAYS IN STOCK

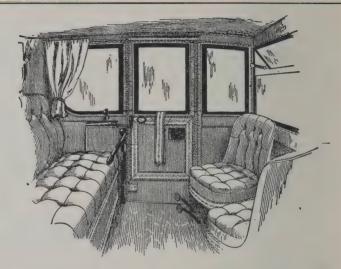
BUCKEYE COVERS enjoy an enviable popularity, for the very good reason that they are *ever efficient*.

Let us send samples

Buckeye Covers

Quality—Variety—Economy





Ticonderoga Book Pap

These Popular Grades Make Selection Easy

- SPECIAL MAGAZINE—Bulks from twenty per cent to thirty per cent more than coated papers. Unusual strength. Freedom from glare. White or India stock.
- EGGSHELL WOVE—Beautiful clearness of color. Strong, durable. In white or India.
- COLONIAL OFFSET BOOK—Free from fuzz and dust. Flat, even surface. Non-wrinkling, non-curling. Extra strength. White stock only.





ers VALUE—SERVICE—ECONOMY Their Dependable Qualities Are Well Known

4 Practical Reasons Make Satisfaction Sure

FIRST—The surface of TICONDEROGA is pleasing to the eye and touch.

SECOND—Its unusual strength withstands rough handling and folding.

THIRD—Its color and clearness give an exceptionally pleasing background for printing.

FOURTH—Its bulking qualities are unsurpassed.

TICONDEROGA BOOK PAPERS They Always Please



Show Your Metal—Keep Buying WAR SAVINGS STAMPS

Historical Bond

Is Making History

in the printing world through its two predominant qualities of ECONOMY and VALUE.

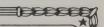
That tells the whole story. A short one, 'tis true, but volumes of meaning are expressed in those two big words—

ECONOMY and **VALUE**

Take our advice and place an order today for

Historical Bond

It Is Making History



Letters from Our Boys "Over There"

have been eagerly read by us and we give this page to express our appreciation of their remembrance.

We want them back with us upon their return.

The Diem & Wing Paper Company



Editor's Say-So

WHY WE ARE LATE

- "'Chats' was just going to press when the word was flashed that Peace had come — Peace with Victory.
- We couldn't help writing something in connection with this great event, so we stopped right there and started all over again.
- That is why "Chats" is late, and we think you'll agree with us that our reason is a good one.
- Mereafter "Chats" will be mailed as usual on the 15th of every month.—Editor.
- ¶ Our idea of the strongest man in the world is the one who can overcome his smallest weakness.
- ¶ If you want to ascertain how many real friends you have, try to borrow money from each one.
- ¶ Every editor thinks that his ideas are gems of thought—but many of them are nothing but paste.

UNIVERSAL PEACE

They shall beat their swords into pleugh-shares, and their spears into pruning-hooks; nation shall not lift up sword against nation, neither shall they learn war any more."—Isaiah, ii, 4.

- The wise man knows that he is right but doesn't claim that everybody else is wrong.
- The man who meets with failure in business has one consolation—the public never accuses him of unfair methods.

HOW WELL WE REMEMBER THE DAY—

- When bread was five cents a loaf. When milk was seven cents a quart. When you could get a pair of shoestrings for nothing.
 - When General Haig said, "We have our backs to the wall."
 - When William Hohenzollern said, "It shall be a German peace."
- If the whining pessimist would stop talking about how cruelly the world is serving him, and direct his energies towards serving the world, what a difference it would make.
- ¶ Just because the war is o'er
 Don't bother us a bit;
 We'll keep on buyingSavingsStamps
 'Til Uncle Sam says "Quit!"
- ¶ How many War Savings Stamps have you by now? Not going to quit, are you? Our boys still need your help. Let's buy more TO-DAY!



When anyone has offended me, I try to raise my soul so high that the offense cannot reach it.

—Descartes.



"Is this medicine to be used only for local application?"

"Dear me, no; you can use it anywhere you happen to be."—Baltimore American.

Alice-"I thought you could keep a

Mabel-"Well, I kept it for a week. Do you think I'm a cold-storage plant?"-Boston Transcript.

He-"If we should elope, would your father pursue us?"

She-"No; I think he would move so we couldn't find him when we got ready to go back."—Successful Farming.

Two dusky sons of Alabama were standing outside the village store discussing the war. Rastus had received his call to re-

port under the draft; Sambo had not.
"Well, I tells you," bragged Sambo,
"the United States Government can't
make this nigger fight."

Rastus was thoughtful. "Maybe not, Sambo; maybe not; but they can take you to where the fightin' is goin' on and you kin use your own judgment."

FOND OF COMBAT

"Loafer married quite unexpectedly, didn't he?"

"Yes; he read that everyone's got to work or fight."-Boston Transcript.

Diner-"Look here! Isn't that a hair in the butter?"

Waiter—"Yes, sir, a cow's hair. We always serve one with the butter to show that it isn't oleomargarine."—Buffalo Commercial.

TERRIFYING THOUGHT

It was in a church yard. The morning sun shone brightly and the dew was still on the grass.

"Ah, this is the weather that makes things spring up," remarked a passerby, casually, to an old gentleman seated on a bench.

"Hush!" replied the old gentleman, "I've got three wives buried here."—
Successful Farming.

Officer (as company is temporarily about to vacate trench which has been reported mined)-"You two will remain here, and if there is an explosion you will blow a whistle. You understand?"

Private Spuds-"Yes, sor. Will we blow it going up or coming down, sor?"

REFLECTIONS

Now that peace is here, the military man who craves excitement has nothing left to do but marry.

Mrs. Brown-"With this 'ere war on, I can't afford clothes."

The Curate—"Don't let that keep you away from church, Mrs. Brown."—London Passing Show.

A young couple went to a minister's house to get married. After the ceremony the bridegroom drew the clergyman aside and said in a whisper, "I'm sorry I have no money to pay your fee, but if you'll take me down into the cellar I'll show you how to fix your gas meter so that it won't register."-Argonaut.



D. & W. Rag Envelopes

Write TODAY for Samples

Here is a real opportunity. These envelopes are subject to prior sale. This means you must act *now*.

Three million, Size $6\frac{3}{4}$, case lots \$1.50

Two million,
Size 10, case lots.....\$2.60

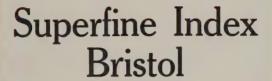
F. O. B. Cincinnati, Ohio.

There are very few printers who are not familiar with the quality and complete satisfaction afforded by

D. & W. ENVELOPE SERVICE

D. & W. Rag Envelopes

Write TODAY for Samples



Gives Complete Satisfaction

The features embodied in this popular Bristol are

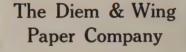
Good Quality Strength
Durability Dignity
Reasonable Price

Then, why look elsewhere? One trial of **Superfine Index Bristol** will convince you.

Let us send samples.

Superfine Index Bristol

Gives Complete Satisfaction



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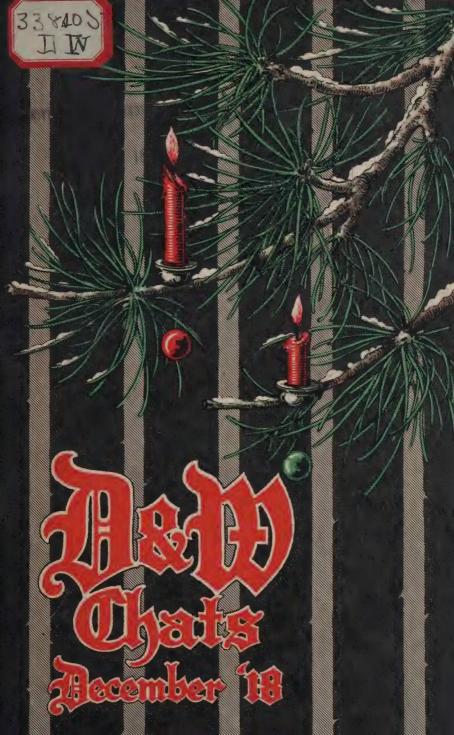
Cleveland, Ohio Dayton, Ohio Nashville, Tenn.

Chattanooga, Tenn. St. Louis, Mo. Chicago, Illinois

Detroit, Mich. Knoxville, Tenn. Atlanta, Georgia

Birmingham, Ala. Toledo, Ohio

Evansville, Ind. Akron, Ohio



DEC 30 1918

"it lasts to the last"

The wise Printer, in anticipation of the 1919 demand of Business for Ledgers and Ruled Forms, will not delay his order for

Stonewall Linen Ledger

Because

he knows it to be tough and enduring in body; with surface that will not scale, and which takes ink from pen evenly without suggestion of spreading.



The Monthly Messenger of The Diem & Wing Paper Co., Cincinnati

Sent on request to any address free of charge. Entered at every post office as first-class publicity.

Volume II

DECEMBER - 1918

Number 11

With Our Very Best Wishes

S.

May Christmas find you filled with every proper joy, attuned to the high significance of the event; and bathed in the undying affection of those who know and love you best.

May the New Year find you younger in spirit than you have ever been, growing with increasing wisdom into the fullest stature of manhood; and dowered through the days with an ever abundant prosperity.

The Diem & Ming Paper Company



"You see, Watson—"

MR. S. Holmes lay back in his chair, reached for his old pipe and proceeded slowly to fill it. He carefully selected a match and struck it. The face of the great detective, lean and thought-lined, glowed behind the flare. The smoke came in small, quick clouds. Holmes was getting ready to talk. I waited.

"You see, Watson", Holmes began again, "the printed page betrays the man, no less than his spoken word. By listening to a man talk, you can tell what he is. You will know his training and his manner of life. So, likewise, what a man prints, and how he prints, reveals the full-length portrait of that man. Here is some attempted salesmanship in booklet form".

And Holmes held up for my inspection two brochures, one in each hand, so that I might see the front covers. One was heavily bludgeoned in black type. It looked like it had been clubbed. It was anything but artistic. The other was a balanced scheme in color, distinctly pleasing in design and type arrangement.

"Do you happen to need anything, Watson, in the way of haberdashery? Well, that is what each of these booklets is offering to the buying public. Now, if you were desperately in need of some article of men's wear, and this first booklet made a sole bid for your interest, you would doubtless go around to the shop it advertises, and there supply your wants.

"But here is this other booklet, telling of another shop's wares. A cover like this one, used to jacket a booklet, creates

the presumption that what is inside is worth while.

"And look inside! See how the paper used dignifies and makes beautiful and desirable the merchandise. Notice how perfectly this paper takes the type impression, and how handsomely it shows up the halftones. The cover of this booklet is made of Aladdin stock, one of the most famous brands going. The inside stock is one of the standard Warren varieties—a fetching combination. It's my business, you see, Watson, to know a bit about a good many things".

Holmes knocked out his pipe, swung his cap to his head, and we set out to the shop of the well-made booklet.



Industry and Prosperity are spelled differently, but they mean about the same Thing.



All Salesmen's Letter

That Streak of "Hard Luck"

Dear Smith:-

You have seen the time when you would bend every ounce of effort in your make-up from early morn until late at night and yet go along for days without bagging any orders.

That condition is experienced at times by the best men in the game and sometimes it gets on a fellow's nerves after he has kept up his courage against the onslaught of "hard luck" day in and day out, only to find that every promising deal fades away one by one just as he reaches the point where he feels sure it is going to materialize.

There may be times when this evil omen clouds the horizon and threatens to destroy every spark of optimism and selfconfidence that dwells within the heart of the producer, causing him much anxiety and many sleepless hours.

Good salesmen have always had to fight these battles in the past and they will have to fight them in the future. Such conditions are not peculiar to any line, territory or season of the year—and they are not confined to the selling game.

Every individual who makes any headway in his chosen field must struggle against the current. The fact that a man is a success does not indicate that he has never chanced to meet with strong opposition—but that he has met and overcome it numberless times and is always ready for the combat.

The only people who do not encounter these difficulties right along are those who fall when they reach them and drift along in the tide with the debris.

Some fellows have a hunch that they can get out from under such a strain by running in to the main office and having a heart-to-heart talk with the "big smoke" or Sales Manager—others feel it is necessary to make a jump into some other locality to get a new strangle hold on success—still others believe the thing to do is to take a couple of days off and "pull themselves together"—while there are a few unfortunates who try to turn the tide by going out and getting "illuminated".



But all these temperamental diversions are only signs of weakness on the part of the man himself—and when he gives in to them he is electing to drift with the current for the space of time he is out of running, which only weakens him for the next encounter he is sure to experience.

A salesman cannot train to overcome adverse conditions by shying around them. If he could there wouldn't be near as much room at the top of the ladder. There would be an oversupply of world-beaters in every line and the general order of things would be reversed in life and business.

The man who wins is the one who can come right back after every blow—the fellow who can stand the punishment and come up smiling every time—the one who increases his aggressiveness as the opposition and resistance increase and holds on to his invincible faith in himself, his line and the ultimate success of his efforts.

That's the type of fellow who carries the flag through the ranks of the enemy and sends back word to the house that all is well.

The power of will which is exercised under the most trying conditions is what measures the difference between success and failure—it is often that spark of tenacity and spirit of determination which marks the turning point in a man's career.

When you are fighting such battles it is not alone the opposition you are struggling with—but SELF, the one individual you must be able to conquer and dictate to at all times.

Yours sincerely,

THE FIRM



Some one pauses in the hurley-burley of Life long enough to remark that what Children need is more Models and fewer Critics.



"it pays to use it"

If you would know the satisfaction that comes from sending out your correspondence well-dressed, you will not fail to specify

Dividend Bond

Thus your letterheads tend to create a favorable presumption in the minds of those to whom you write—an altogether desirable end to keep in view.

—An unusually good stock for Circular Letters; combining economy, dignity and quality.



The S. D. W

Standar Coated an For Printin

"Maintenance of excellence in one's product

Here is a confession of faith that looks two w

It challenges S. D. Warren and Company. falling out of the race, to lower, even by an

It challenges the American Printers. To the nailed to the flagstaff years ago when the Warren organization, there is given an unbrubuying Warren Papers, it is buying undimini

There's a whole world of business philosophy

May We Se



arren's Papers

Lines

Uncoated

Purposes

the highest type of competition."

s.

dares this time-tested concern, at peril of e-lash, the quality of its product.

recise extent by which this famous slogan, in pany was founded, must forever bind the table pledge to the Printing trade that, in ed value.

the Warren slogan. Read it again!

d Samples?



"it has the value"

The average Printer, when dealing with a customer who desires a good bondpaper for general office use, and one moderately priced, can do a nice business by using

Currency Bond

<u>Reliable</u> both in appearance and quality of service. It compromises not in the slightest with shoddiness, and is by no means expensive.



Our Advertising

T is one of the mediums by which prospective customers are kept in continuous touch with what we have to offer in the

way of needed merchandise in the papers line.

Needed merchandise! Discounting the fact that the novelties of today may become the essentials of tomorrow, nevertheless, we hold to the middle-of-the-road. What was the novelty of yesterday is, indeed, often the essential of today. And that puts it in a different class. It has achieved staplization.

By a selective process of rigid discrimination, covering forty years in the field, we have acquired our present lines. And these have made place for themselves by no other reason than that of

intrinsic and proven worth.

And our advertising is for the purpose of selling goods—these

lines we have been talking about.

Now selling goods is a serious business. Wherefore, we aim to have our advertising copy carry a sane and balanced merchandising message. If you want amusement, we take it you will patronize vaudeville or burlesque—or read Bergson's *Creative Evolution*.

Chats, now, solicits your good-will. We want to make it helpful, bright and interesting; just as we hope for all of our advertising that finds its way to your desk. But even Chats is frankly a medium by which we would sell you our lines. It does not claim to be either a political guide or a journal of religion—or a generator of gas.

And—again—we aim that our advertising shall deal faithfully

with the truth.

We have no sweeping reductions in price to offer because we were johnny-on-the-spot when some mythical manufacturer, caught long on production, had to sell his huge over-stock at a treemenjus sacrifice. Neither are we able to promise you a share in a very great and definite saving which, by reason of our commanding buying capacity, accrued to us by taking the entire mill output of some fabled colossus of the trade. Alas! Nothing like that. We're just an honest, self-respecting paper house.

And we have the goods. We believe our prices are right. We know our service is prompt and efficient. Our advertising talks

like a gentleman. And it speaks the truth.



And it is just as well to remember that Fast men are usually Slow pay.



Editor's Say-So

¶What with the muddling of the tax issue in the last election, and the saloons soon to go out of business, the sovereign State of Ohio faces some interesting revenue adjustments in the near future. The Drys contend that, with strong drink put away, much less income will be required for police and charitable institutions. And it does look reasonable. Only, one should not overlook the infinite capacity we humans have for inventing new forms of sinful divertisement. You know what the Scriptures say—or was it Don Marquis?

All the wicked cities
In the Vale of Sidim
Thought of things they shouldn't do—
Then they went and did 'em.

¶What really good reason have we, anyway, for assuming that Man is the Crown of creation? Is it because the human walks upright on two feet, instead of downright on four feet, that we imagine the Cosmos revolves about Him as center? Or is it because He finds recreation and amusement from Golf, rather than in swinging by the Tail from the limb of a tree?

¶We wonder if, after all, a Dog doesn't figure he has rather an Edge on the merely Human animal? A dog doesn't have to wear patches on the seat of his Trousers while making heroic effort to pay for Liberty Bonds. A dog doesn't have to fret and worry, and wonder Where t'ell that infernal Car of Paper is. It isn't necessary for a dog to take long and anxious Thought as to how he is going to allocate, apportion, distribute, ration, parcel out that measly Remnant of stock on hand from some Line that, ordinarily, would be available in the Warehouse in car-lots, among a score or more of perfectly good Customers who Want what they Want when they Want it—oh, well, this sentence already has sixty-one words in it. Count 'em!

¶Meantime, the Dog has the best of the Argument.

¶Thus have we finished our Colyum, having only room left wherein to wish that Christmas may bless you, and that the New Year may be most kindly.



In the Human barometer, smiles mean Sunshine and frowns mean Frost.





With Malice Aforethought

Clifford had a drum for a Christmas present and his attentions to it were constant.

"Do you suppose," asked his mother of the father, "that Clifford disturbs the neighbors with his drum?"

"I'm afraid there's no doubt of it," replied the father; "the man next door gave him a fine new knife today, and suggested that he cut open the drum and spend the money that is inside."—Puck.

Half Mourning

"I want a motor costume, something in half-mourning."

"Why, what"-

"My engine has a habit of going dead."-Louisville Courier-Journal.

A Neat Idea

"I have thought of introducing a sort of profit-sharing scheme in my business."

"What is it?"

"If a clerk is with me for five years I would allow him, in addition to his salary, one per cent of the liabilities."

Waiting

"Been hunting today, stranger?"

"Yes."

"Shot anything?"

"I don't know yet-I'm waiting for the rest of the party to get into camp so that we can call the roll."

—Country Gentleman.

A Hot Shot

The secretary of a bar association on the Coast was very busy and very cross one afternoon, when his telephone bell rang.
"Well, what it is?" he snapped.

"Is this the City Gas Works?"

asked a woman's soft voice.

"No, madam," roared the secretary. "This is the Bar Association of the City of San Francisco."

"Ah," came from the lady's end in the sweetest of tones, "I didn't miss it so far, after all, did I?"

Blessings in Disguise

Mrs. Dashaway—I suppose even an old maid has something to be thankful for.

Miss Caustique—Yes, she doesn't have to worry about where her husband is at night.—Judge.

Uncertain

"Blinks says he is looking for a job with a future.'

"Huh! He's lucky if he has a future with a job."—Judge.

A Reminder

Waiter-Do you mind if I put your bag out of the way, sir? The people coming in are falling over it.

Diner-You leave it where it is. If nobody falls over it, I shall forget it's there.

-New Haven Register.



Daily Requisitionnaire

Bristols

from the finest of Wedding Bristols and those used in Art Printeries, Translucents and Bogus—in

WHITE, COLORED COATED

Envelopes

we rather pride ourselves on the Quality of our Envelope Service, as well as on the Quality of our

ENVELOPE MERCHANDISE

Gummed Papers

IN ALL COLORS

They lie flat.

They print perfectly.

They are gummed so that they stick.

Cardboard

In the myriad uses, Mr. Printer, to which Cardboard is put, our Samples will surely interest you.

"a bond dependable"

Something like a year ago, we said (what we now say again) that we could always commend

Irish Linen Bond

with the largest assurance of the user's satisfaction. It comes, now as then, in Blue, Buff, Pink and Goldenrod—beside White.



Main Offices and Warehouse
CINCINNATI, OHIO
Phone Canal 2163

Branch House
LOUISVILLE, KENTUCKY

OFFICES ====

Pittsburgh, Pa. Columbus, Ohio Indianapolis, Ind.

Cleveland, Ohio Dayton, Ohio Nashville, Tenn.

Chattanooga, Tenn. St. Louis, Mo. Chicago, Illinois

Detroit, Mich. Knoxville, Tenn.
Atlanta, Georgia

Birmingham, Ala. Toledo, Ohio

Evansville, Ind. Akron, Ohio

338405 DIN



DESY CHATS JANUARY

Hi-Lite

"a bookpaper de luxe"

SUPERFINE Enamel Book

for precise and beautiful catalogs—brings out every gradation of tone in halftone illustrations.

Hi-Lite

"a bookpaper de luxe"



The Monthly Messenger of The Diem & Wing Paper Co., Cincinnati

Sent on request to any address free of charge.

Entered at every post office as first-class publicity.

Volume II

JANUARY - 1919

Number 12

1919 Orders, Gentlemen! Orders!!

THE Printing craft of America today fronts the greatest money-making opportunity in the history of the trade. More publicity, in the way of newspaper and periodical and direct-by-mail advertising, will be turned out during the next twelve-month than in any like period in the annals of the country; certainly more than has been turned out during the past four years put together.

Why?

Because the War is over. Concerns which have been 100% operative in the making of munitions and associated manuturing will, for the most part, turn again to production frequence-time requirements. Every concern wants to get back to the old-time footing before every other concern has gotten there. Advertising takes its place again as the most efficient, most economical and very best agency for selling merchandise, Now there are Printers and Printers. The live ones will cop the big end of the business and reap the golden harvest. Then there are the dead ones. Even they can scarcely keep from getting some of the coin that producers are aching to spend—with the man who can show'em. Here's a tip! Get out after orders! Show your customers why they need printing. Talk to 'em, and talk to 'em right.

Be a live one. Get Busy!



D. & W. Cardboards are going—bound to—play a large part in the tide of printed publicity.

1



The Key, the Veil and Thee and Me

There was the Door to which I found no Key: There was the Veil through which I could not see: Some little talk awhile of Me and Thee There was—and then no more of Thee and Me.

So sang Omar, cross-legged upon his Mat, his nargile purring softly, and the Jug within easy reach. Thou, of the funny pantalettes and houri-like beauteousness, watched the slow progress of the Khayyam stew.

He spat. He deftly grasped the Jug, crooked his arm and let the Jug nestle lovingly in the bend of his elbow. He hoisted the Container to his lips, and let the prisoned sunshine sing its gurgling way to his gullet. Lilah, the fair and frail, toyed delicately with the Loaf. The lilting Bough overhead sang its ceaseless requiem to the dead clay of all the ages.

Omar spake. He was too drunk to sing. So Omar spake: "Hither, little one. Rest thy fair head upon the shoulder of Him that loves Thee. Hast ever thought, my Dove, of the countless lives broken by the Wheel and which, unwept and unsung, mingle today their common Dust in Forgetfulness? 'Tis sad, 'tis sad! I sing, and the god-like dreams woven into the rich fancy of my finished Poesy, are carried by the vagrant winds into whispered Nothingness. Not even an Heir, my Lilah, to hear—to repeat—to pass on my fragrant Fancies adown them there ringing grooves of Change, as spoken of by the Pote. Ah, me, 'tis sad—'tis sad, s-a-a-d. I'll—I'll advertise, I'll buy space—space—I'll space—spa-a-a-ce".

But Thou stirred impatiently upon the Khayyam shoulder: "Mahomet! How you do run on. Reach hither the Loaf!"

But Omar slept, head upon breast, pipetube fallen from fingers, turban cocked rakishly over left eye—Omar slept.



He that ruleth his spirit is greater than he that taketh a city—come to think of it, if you've got any cities to take, that's the only way you can take 'em.



All Salesman's Letter

"Working Up to a Standard—Not Down to a Job"

December 12, 1918.

Dear Smith:-

An objective point or certain goal in selling is an incentive to highest accomplishment.

It is a good plan to set a mark for a certain volume of business which you expect to do in a year—and set it high enough so that you will have to hustle to make it.

Then divide the total volume you strive for into monthly and weekly quotas, and start out each day with a steadfast determination to get your quota.

Most of the top notchers among salesmen work on that basis—in fact, everyone who gets ahead in this world must have a definite purpose in view and constantly bend their efforts to the complete fulfillment of that purpose.

Aimless work, however diligent, will not produce the results that are possible through a well defined plan and a standard by which to gauge your every

effort.

One trouble with a great many salesmen is that they keep in mind just about how much business is absolutely necessary to enable them to hang onto their job and they plod along month in and month out hovering around the dead line of production—usually coming out at the end of the year by a very narrow margin.

When the cancelations and bad risk are trimmed off on the year's business the house often has to take a chance at unreasonable odds that next year's

record will show an improvement.

That is a narrow and demoralizing rut into which the best of salesmen may fall if they do not exercise their own power of initiative.



Men who get into that rut always have a ready excuse to hand out in their own defense—but the fact is that they have failed to get up a standard that will keep them safely inside of the correct margin of selling expense and work always with that standard in view.

As a rule these men have a specified territory in which to work. If the house should send another salesman into their territory they would raise the devil—yet they have contracted with the house to get the business that is possible out of that territory and they are not fulfilling their end of the bargain.

If a salesman thinks enough of a territory to accept it as his field he should think enough of himself to put forth his best efforts and see that he gets the benefit of the maximum volume of business to be had in that territory.

It is an obligation he owes to himself first of all—and on top of that is the obligation he owes to his house to see that they are not standing any loss on the volume of business that is easily possible from the territory he has.

The profits to be derived from looking at the proposition in that light are mutual—and the salesman who does not have the faith in himself and his line to set an optimistic and healthy record that is going to require some tall hustling on his part will sooner or later become a drag to the business with which he is associated.

"Laboring toward distant aims sets the mind in a higher key and puts us at our best."



Yours sincerely,

THE FIRM.

And the Service matches the Merchandise—both unimpeachable—D. & W. Envelopes.



Aladdin Covers

"Genii to the Printing Craft"

Royal Raiment for Catalogues

- the kind intended to please, (and, presently, to convince)

For a beautiful cover is a real necessity in the completing of a truly good catalogue

Why, therefore, not Aladdin?



The Era of

Presentation by Cat of Merchandise Offe

Requires Qu

The S. D. Warren Book Papers

Cumberland Coated Lustro Superfine Cameo Plate Coated

Ticono



Advertising

logue and Illustration ed by Manufacturers

ality Papers

Strathmore Linens

Blandford Covers Tapestry Covers Aladdin Covers

eroga Book ye Covers

7



Hingefold Enamel

It is a practical folding Enameled Paper and it prints to perfection.

Suppose you try it

Samples for the asking.

White Marble Enamel Book

DEPENDABILITY

at a moderate price

Strength

Durability



Riding Out the Storm

AMERICAN Business is emerging from the most teriffic testing in all its history. That it has ridden out the storm with so little wreckage, speaks volumes in praise of business sanity.

There was the problem of raw materials. Materials flowed to a single point—the focus of manufacturing with the supreme end in view of winning the war. Anything that detracted from, or that slowed down, the consummation of that objective achievement was backed unceremoniously to the rear.

There was the problem of labor. Men were taken not only for the business of actual fighting. They were taken from this industry and that, and placed where their efforts would most effectively bear upon the matter immediately in hand.

The paper industry felt the changed conditions very acutely. The mills had to centend against many adverse situations. Raw materials were not only hard to lay hands on, but shipping could only transport them in greatly reduced quantities.

The paper houses, themselves, had to fight for every pound of paper they got. All papers, including newsprint, were locked in the grip of an inexorable condition; and no amount of theorizing was able to loose this grip and flood the channels of ordinary supply and demand.

During all this time we have played fair with our customers. When an order came which we could not fill, because of depleted or exhausted stock in that particular line, we frankly wrote the facts. We did not attempt any stringing-along process. We wanted our customers to get what they wanted, even if they could not get it from us. We have not substituted; we have not descended to the this-is-just-as-good plane of salesmanship. We have stuck to our lines; we have stood by our brands. All in all, we have done a volume business; and we have sacrificed neither quality or service.



It is as difficult to see how Money makes some men as it is to see how some Men make money



Editor's Say-So

¶In the matter of Advertising—it should be sane.

¶Sanity presupposes balance. You are thrown off center when you attempt to read something grotesque or even unusual. Now what are you doing when you try to write an ad? You are trying to sell goods. Another question:—is the ordinary style of writing or set-up more easy to read than the extraordinary or bizarre? If you make your ad hard to read, are you not making the goods hard to sell? Think it over.

¶Again—the words you use. It would actually seem that some ad writers go out of their way to find strange words. If they mean to say for instance: "Don't bother me", they say "Don't obfuscate me". Now the latter is a perfectly good word. A darn good word. Comes from the Latin verb fuscari to darken, and 'obfuscate' means to darken, to obscure, to confuse, to meddle,—in a word, to bother. Why not say so?

¶Some one says, on page one of this issue that there are two kinds of Printers; and this is even true. It is true because, broadly, there are two kinds of people. And Printers and ad writers are just folks. Well—some folks think, take time to think. Some do not. The thinking Printer or advertising man, the one who thinks up schemes to get business, is going to get—BUSINESS.

¶All of which is respectfully submitted.



And say! Don't forget that good old Irish Linen— The Bond Dependable.



Just the Man

A professional strong man, a performer in vaudeville, was a passenger on a train from Chicago to New York, and had occasion to go into the day coach. There he was accosted by an eccentric looking person, who said:

"Pardon me, sir, but are you not

the strong man?"

"Some say I am," was the good-

natured response.

"You can lift three tons in harness?"

"That's my record."

"You can hold two hundredweight at arm's length?"

"Yes."

"And put up three hundred pounds with one hand?"

"Yes."

"And six hundred with two?"

"I can."

"In that case," continued the eccentric looking person, "will you be so good as to undertake to raise this car window for me?"

Mistaken Identity

"Cleopatra! Cleopatra!" called Mary, who liked big names for her pets.

"Why, I thought your cat's name was Napoleon," protested the visitor.

"He was Napoleon till he had his kittens," affirmed Mary, stoutly.

Cornered!

A business man in Chicago was one day showing his wife about his place of business. "And these are the day books," said he, indicating certain shelves in the bookkeeping department.

"Good," said the wife; "now show

me the night books."

The husband was mystified. "The night books?" he murmured.

"Yes; those that you have to work over at night and keep you down here until two in the morning."

"How To" books in brief:

How to become a successful salesman.—Sell Goods.

How to become a popular speaker.
—Don't.—Puck.

Nil Nisi Bonum

Diner:—"This ham doesn't taste right."

Waitress:—"Well," the cook said that this ham was cured last week."

Diner:—"Last week, eh? Well take it from me, it had a relapse!"

She Could Make Anything Loaf

Did that employment agency you tried make any real effort to satisfy you?"

"Well, yes! I asked particularly for a cook who could make a salmon loaf, and they sent me an I. W. W."



Daily Requisitionnaire

Bristols

from the finest of Wedding Bristols and those used in Art Printeries, to Translucents and Bogus

in

White - Colored

Thin Papers

Eclipse Onion Skin French Folio Extra Glazed Onion Skin

> All the Popular Colors

Samples? Just ask

Gummed Papers

In All Colors

They print perfectly
They lie flat
They are gummed so
that they stick
We send samples at
your request

Speedway Bond

Makes the course of business run faster

Good to the sight Good to the touch Good to the typewriter and type-and-ink

A high favorite with quantity-users of bondpapers

White

Colors

The New Year

brings insistent demand for new ledgers and ruled forms

Stonewall Linen Ledger

is, preeminently, the answer—a ledger stock that takes erasures and that takes the ink without blur or spread

"it lasts to the last"
—isn't that long enough?



The Diem & Wing Paper Company

Main Offices and Warehouse CINCINNATI, OHIO Phone Canal 2163

Branch House
LOUISVILLE, KENTUCKY

Offices

PITTSBURGH, PA. COLUMBUS, O. INDIANAPOLIS, IND.

CLEVELAND, O. DAYTON, O. NASHVILLE, TENN.

CHICAGO, ILLS. ST. LOUIS, MO. CHATTANOGGA, TENN.

DETROIT, MICH. ATLANTA, GA. KNOXVILLE, TENN.

BIRMINGHAM, ALA. TOLEDO, O. EVANSVILLE, IND. AKRON, O.